

ML MoneyLIVE

2017

After-Action & Impact Report



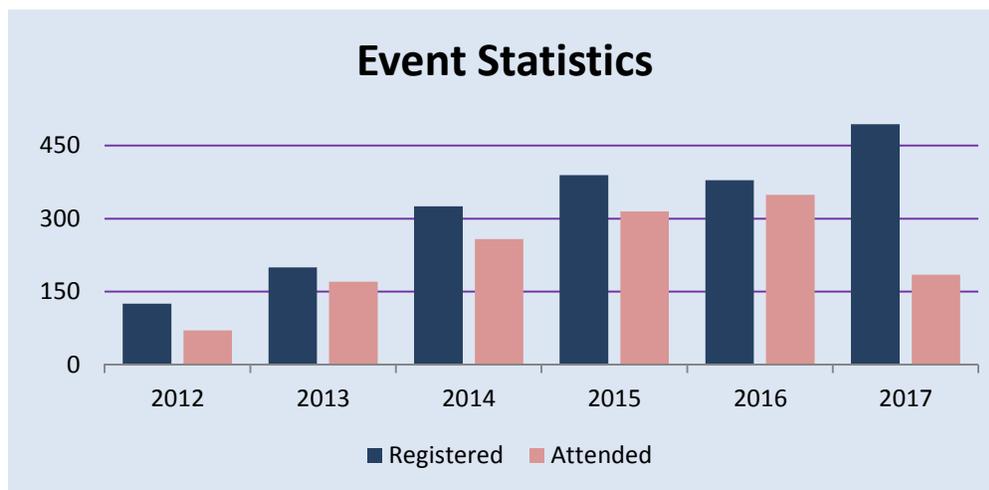
What Is...?

Money Live is a program that delivers practical life and financial lessons to students. This live one-day event gives high school through college age students a hands-on opportunity to learn how to make real life financial decisions as a result of their career choice. MoneyLIVE is a sponsor driven event supported by companies that support financial literacy among America's youth. During the simulation students are challenged to make real life financial decisions; choosing the car they could afford, which housing arrangements they wanted to live, other decisions included food and vacation choices as well based on their new life style.



Educating Students...

Since the summer of 2012 Alliance Financial Ministries, Inc. began hosting our one-day career and money simulation event called MoneyLIVE. This program gives students decision-making tools they need to create financial independence. The lessons learned during this event create good financial habits that last a lifetime.



1,327
Students Served

	2012	2013	2014	2015	2016	2017
Registered	125	200	325	389	379	494
Attended	70	170	258	315	329	185
% Showed	56%	85%	79%	81%	86%	37%

MoneyLIVE 2017...



MoneyLIVE 2017 was held at the well known and luxurious NRG Center. The event used over 13,000 square feet of convention space and featured 3 major components. This year's event hosted **185** students and 40+ parents. In addition to the money simulation, MoneyLIVE 2017 featured a career & college expo as well as parent workshops to make the whole experience a worth while endeavor.

College & Career Fair Participants:

Starbucks
Cafécollege / Project Grad
97.9 The Box
Professional Career Training
CSC
HISD Transportation

Topp Knotch Personnel
Valassis
Fiesta Foodmart
Paul Mitchell
Work Force Solutions

Contributors...

Alliance Financial Ministries, Inc. and MoneyLIVE would like to recognize the commitment our partners have made to make MoneyLIVE a success. This amazing event would not be possible without the financial support from great companies and individuals that have a heart to teach AMERICA's youth about financial literacy. Special thanks to everyone!!

Sponsors:

Bank of River Oaks
Houston Metro Federal Credit Union
Ineos
H.E.B
Wells Fargo Bank
Allegiance Bank
97.9 The Boxx
Squeezed
American First National Bank



American First National Bank

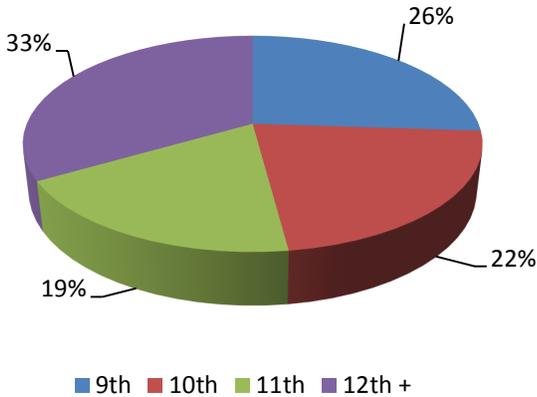


Platinum & Gold Contributors

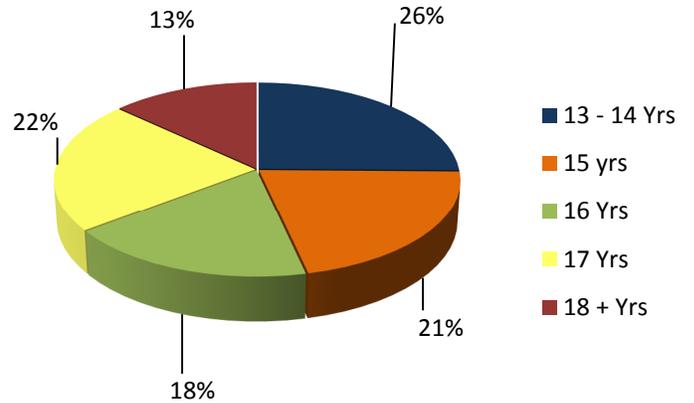
Student Profile...

MoneyLIVE was a successful event that allowed the students to experience the connection between lifestyle, career and income. The following data is based on information gathered from student registration and post event surveys.

Grade



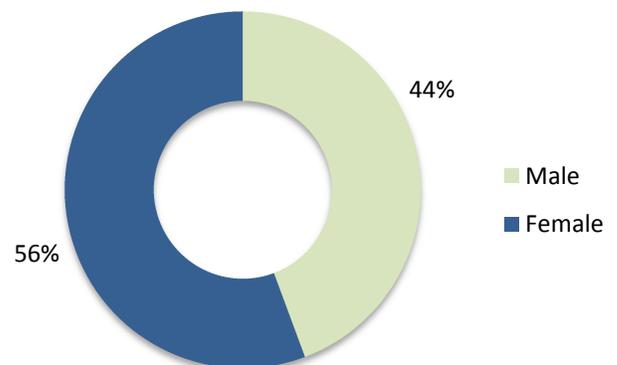
Age



- Alief Hastings 9th Grade Center
- Atascocita High School
- Austin High School
- Barbara Jordan High School
- Baylor Academy @Ryan
- Beck Jr High School
- Bellaire High School
- Benjamin O. Davis
- carver high school
- Charles Drew Academy
- Charles Milby
- Cinco Ranch
- CTHS
- Cy- Fair high school
- Cy lakes high school
- Cy Springs high school
- Cyfalls High School
- Cypress Creek high school
- Cy-Ridge High school
- Dawson High School
- DeBakey High school
- Dekainie High School
- Dobie High School
- Dulles High School



Gender



Student Results...

At the end of MoneyLIVE each student was given a 6 question survey to gauge how effective the event was in effecting their thinking and potential future behavior regarding personal finances

90% of the students said YES MoneyLIVE:

"Changed the way they view their parents and the lifestyle they provide"

99% of the students said YES MoneyLIVE:

"Is a FUN way to practice spending and making money decisions"

When asked **93%** of the students said YES

"This exercise has changed the way they view MONEY"

98% of the students said after attending:

"I would be interested in learning more about money"

100% of the students said NOW:

"I understand why adults have to manage their money wisely"

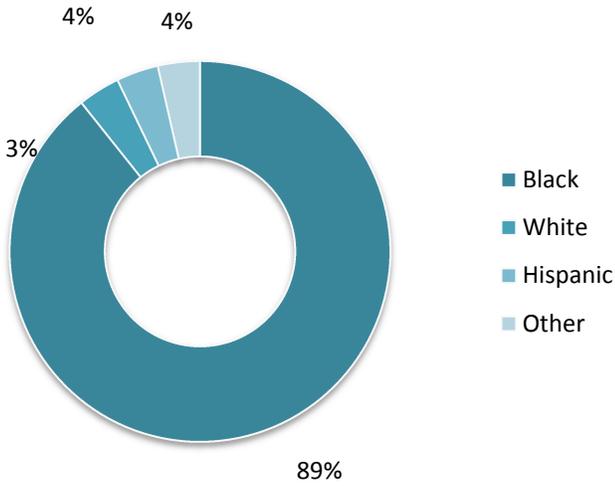
"When asked if they currently had a checking account"

78%
Answered NO!

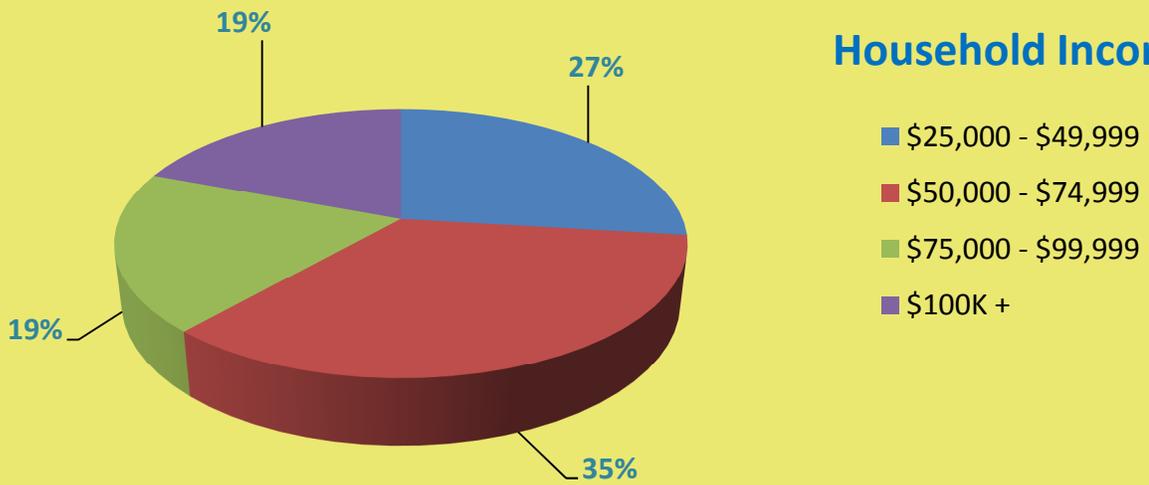
Elkins High School
Elsik High School
George Ranch high school
Hastings high school
High School Ahead Academy
Hightower high school
Houston Academy for International Studies
HSPVA
Jewell Houston Academy
Katy High School
kipp Sunnyside high school
Klein high school
Klein forest high school
Klein High school
Klein Oak High School
Klein Forest high school
Lamar high school
Langham creek high school
Lone Star high school
Lutheran East High School
Mac Arthur high school
Madison High School
Manvel High School
Mayde Creek high school
Mickey Leland College Prep
Morton Ranch high school
Nolan Ryan junior high school
North Shore Senior High School
Northbrook Senior high school
Pearland West high school
Reagan high school
RidgePoint high school
Ross S. Sterling high school
Sharptown High school
South early college high school
South Houston high school
Spring High School
Springwoods high school
St. George High School
Stafford High School
Strake Jesuit high school
Stratford high school
Sugar Land Prep
West Side High School
Westbury Christian
Willowridge high school
Worthing High School
Wunsche Academy
Yates high school
Yes Prep North Central

Parent Profile...

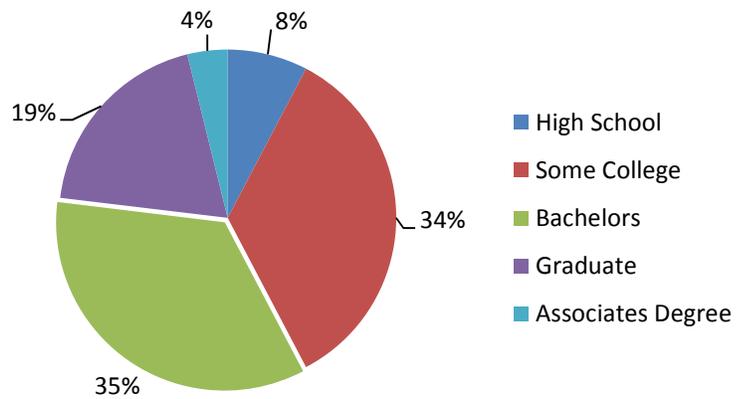
Ethnicity



Household Income



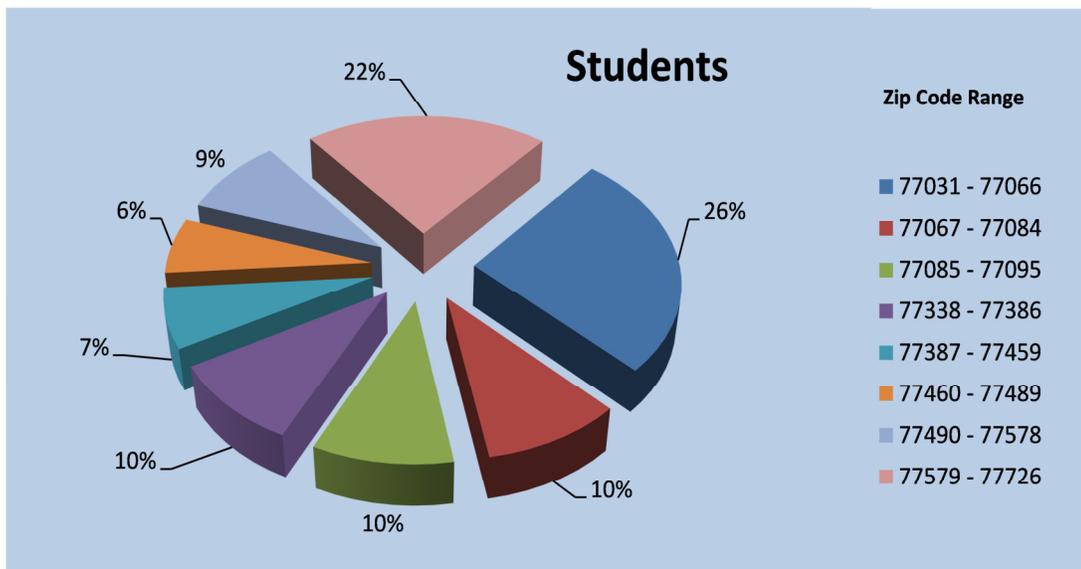
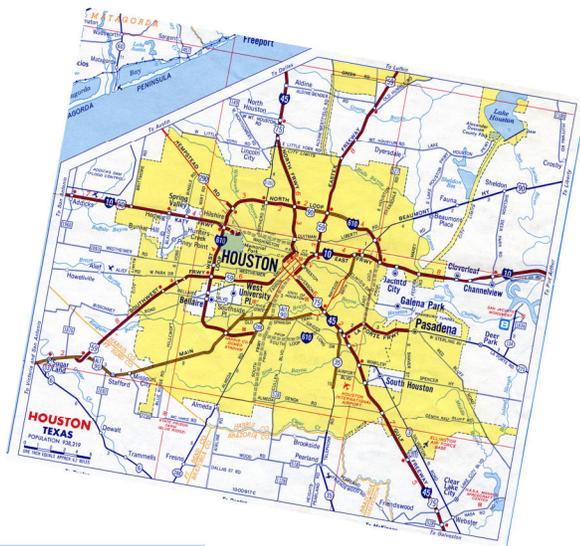
Education Level



Data Profile...



Zip-Code	Median Household Income	% Attended
77031 - 77066	\$39K	26%
77067 - 77084	\$26K	10%
77085 - 77095	\$28K	10%
77338 - 77386	\$30K	10%
77387 - 77459	\$41K	7%
77460 - 77489	\$36K	6%
77490 - 77578	\$67K	9%
77579 - 77726	\$59K	22%



MoneyLIVE is proud to have served Houstonians for the past 5 years. During that time we have affected the lives of the students and parents that have attended our events. During this year's event 57% of the zip codes serviced were in the Low-to-moderate income range.

Income information was taken and used from www.usa.com (formally City Data)

Student Responses...



At the conclusion of **MoneyLIVE 2017** students were asked to tell us what they thought about their experience. Based on feedback MoneyLIVE was a **HUGE** hit!

“My impression is that it’s a great event and fun to learn how to manage your money.”

“My overall impression of Money live was interesting because these are important facts teens need but often don’t get.”

“I really liked this. It made me really conscious of what I spend and how to save.”

“It really takes into account the future for us young people and for that I really appreciate it.”

“It is a very good place to get an understanding of dealing with life and growing situations.”



Alliance Financial is a non-profit organization whose mission is to promote financial literacy. AFM provides financial education programs for individuals and organizations that want to enjoy a more financially secure future. Some of the key financial literacy tools provided by Alliance include entertaining and educational programs offered in several areas. Alliance offers Corporate Programs, Faith Based Seminars and Youth Programs. For more information about this exciting event or to be a volunteer please contact Lonnie Mathews at 281.845.3642 or visit us on the web.