



MoneyLIVE

A Financial Movement for AMERICA's Youth

2019

After-Action & Impact Report



What Is...?

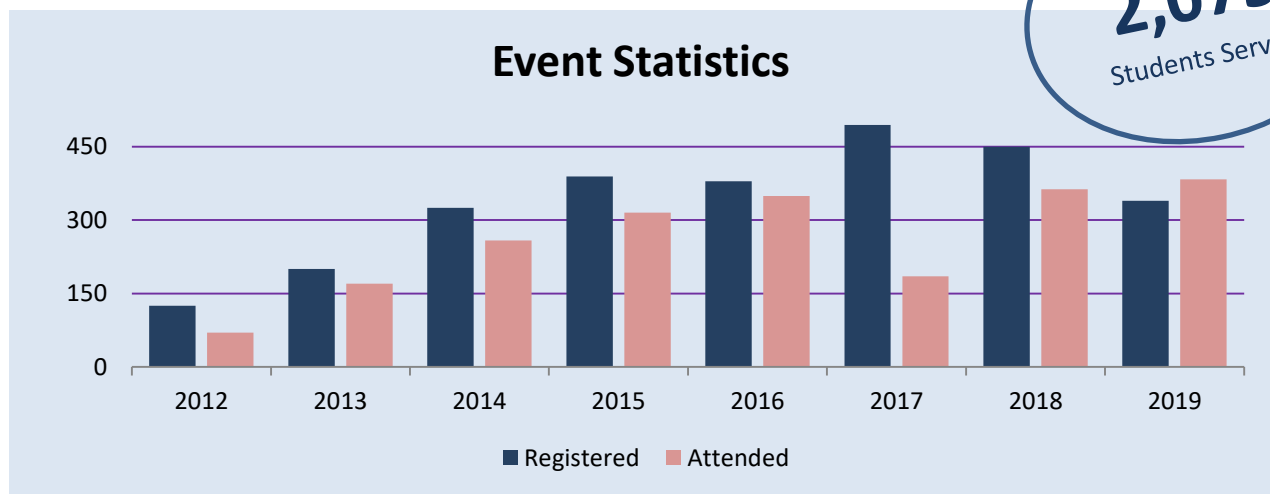
Money Live is a program that delivers practical life and financial lessons to students. This live one-day event gives high school through college age students a hands-on opportunity to learn how to make real life financial decisions as a result of their career choice. MoneyLIVE is a sponsor driven event 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.

2,075
Students Served



	2012	2013	2014	2015	2016	2017	2018	2019
Registered	125	200	325	389	379	494	450	339
Attended	70	170	258	315	329	185	365	383
% Showed	56%	85%	79%	81%	86%	37%	81%	113%

MoneyLIVE 2019....



MoneyLIVE 2019 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 **383** students and 40+ parents. In addition to the money simulation, MoneyLIVE 2019 featured a Health Science focused career expo as well as parent workshops to make the whole experience a worth while endeavor.

Sponsors & 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!!



MONEYLIVE
A Financial Movement for AMERICA's Youth

Special Thanks to our AMAZING partners



Other Contributing Partners

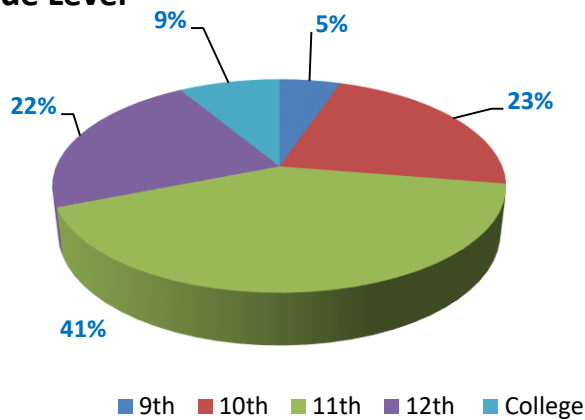
- 97.9 The Box
- Allegiance Bank
- Career Gear Houston
- Ineos



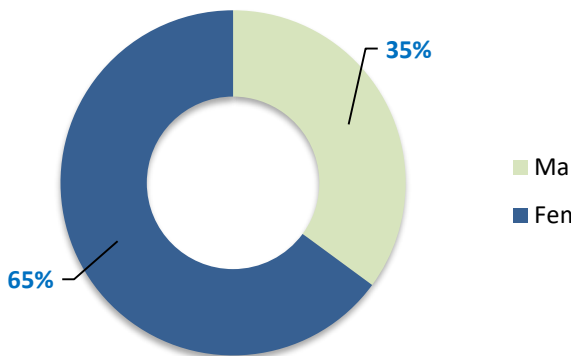
Student Profile...

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 Level



Gender



- Alief Early College HS
- Austin high school
- Bellaire High School
- Booker T Washington HS
- Bridgeland High School
- Bryan Collegiate HS
- Bush High School
- Career Technology HS
- Carl Wunsche HS
- Carnegie Vanguard
- Carver High School
- Channelview HS
- Chavez H.S.
- Chariman Academy
- Clear Falls High School
- Clear Lake High
- Clear Springs High
- Clearbrook H.S.
- College Station High School
- Columbia-Brazoria
- Conroe High School
- Cy Ranch HS
- Cy Woods High School
- Cypress Falls Hs
- Cypress Parks HS

Student Event Survey 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

84% of the students said YES MoneyLIVE:

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

80% of the students said YES MoneyLIVE:

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

When asked **84%** of the students said YES

"This exercise has changed the way they view MONEY"

81% of the students said after attending:

"I would be interested in learning more about money"

85% of the students said NOW:

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

"When asked if they currently had a checking account"

35%

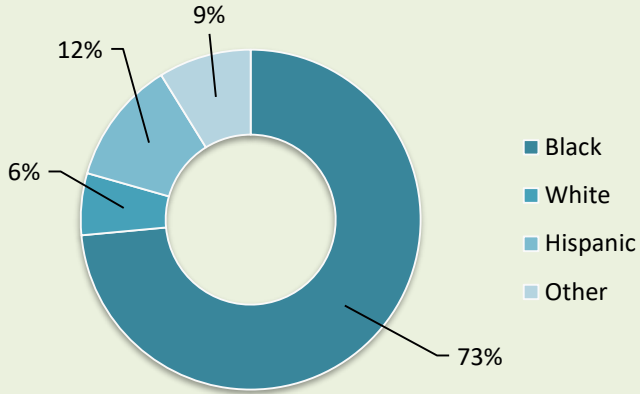
Answered
NO!

Cypress Ranch HS
Cypress Ridge high school
CYPRESS WOODS High School
CyRanch HS
Danbury high
Davis High School
DeBakey HS
Deerpark South HS
Dekaney HS
Dickinson HS
Dobie High School
Dulles High School
East Early High School
Eisenhower High School
Elevated Places HS
Elkins High School
Energy Institute High School
Epsicopal High School
Fulshear High School
Galena Park High School
George Bush High School
George Ranch High School
Glenda Dawson High School
Goodson High School
Grand Oaks HS
Heights High School
High school for law and justice
Hightower HS
Houston Can Academy
Houston Can! Academy North
Humble High School
Jersey Village High School
John J High School
Jones Futures Academy
Jones H.S.
Kahla High School

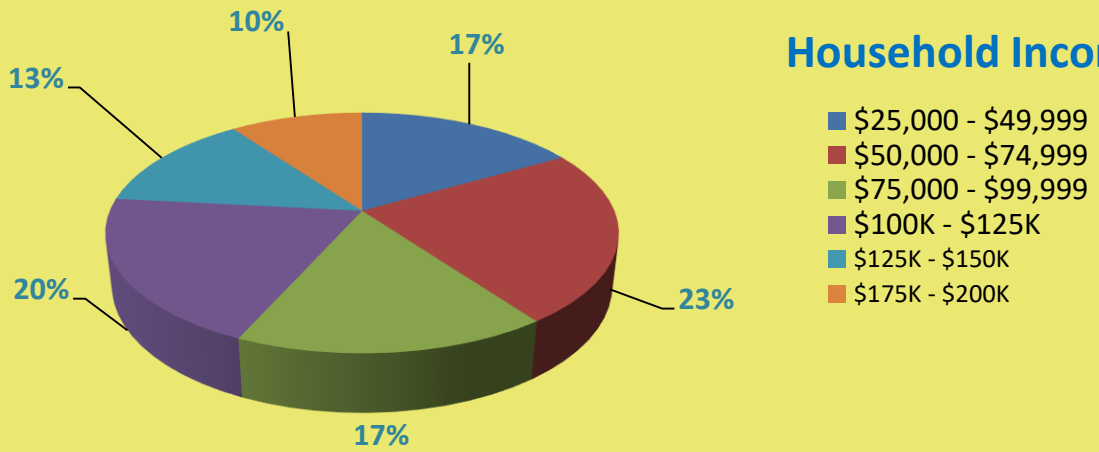


Attending Parents Profile...

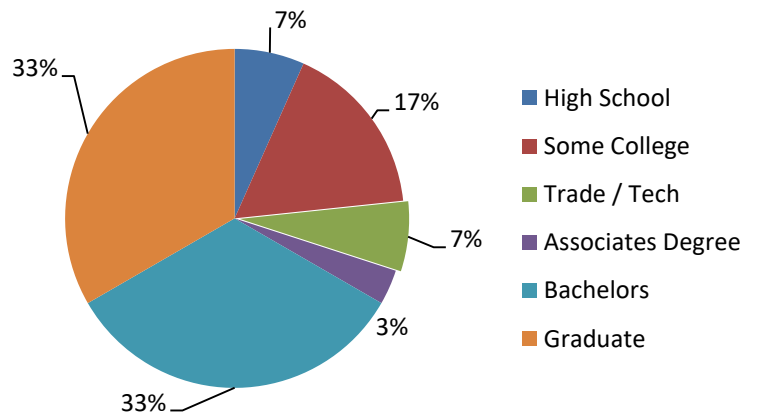
Ethnicity



Household Income



Education Level

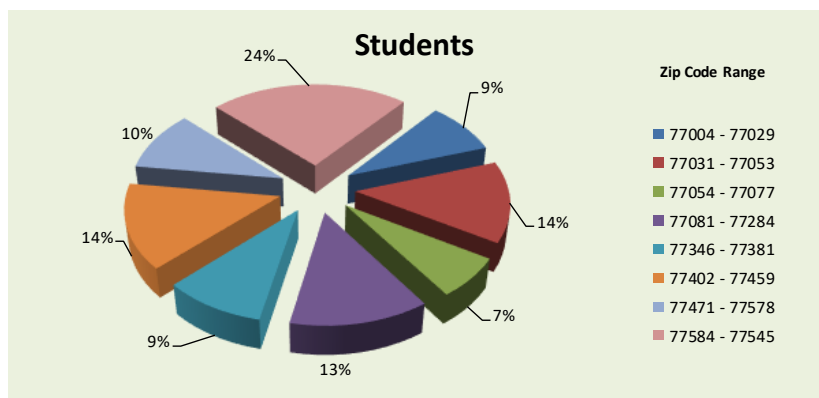


Attendee Data Profile...

Zip-Code	Median Household Income	% Attended
77004 - 77029	\$43K	9%
77031 - 77053	\$26K	14%
77054 - 77077	\$28K	7%
77081 - 77284	\$30K	13%
77346 - 77381	\$41K	10%
77402 - 77459	\$36K	14%
77471 - 77578	\$67K	10%
77584 - 77545	\$81K	24%



- Kashmere High School
- Kinder High School For the Performing and Visual Arts
- Kipp Academy
- Klein Cain High School
- Klein Collins
- Klein Forest High School
- Klein Forest HS
- Klein Oak
- Lamar HS
- Langham Creek HS
- Lanier High School
- Lee High School
- MacArthur Highschool
- Madison high school
- Manvel High School
- Marshall HISD
- Mickey Leland College Prep
- Milby High School
- Montgomery
- Morton Ranch High School
- Mount Carmel Academy
- Nolan Ryan Junior High
- Northland Christina High School
- NorthShore HS
- Oak Ridge High School
- Parklane Academy
- Pasadena Memorial
- Pearland HS



MoneyLIVE is proud to have served Houstonians for the past 8 years. During that time we have affected the lives of the students and parents that have attended our events. During this year's event 62% 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...

122

High Schools
Represented



"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."

At the conclusion of **MoneyLIVE 2019** students were asked to tell us what they thought about their experience. Based on feedback MoneyLIVE was a **HUGE hit!**

Phillis Wheatley
ProVision Academy
Ross Sterling HS
Rudder high School
S.P Waltrip High School
Sam Houston High School
sanchez charter school
Scarborough High School
Shadow Creek High School
Sharpstown High School
South Houston
Southwest High School
St. Pius High School
St. Thomas HS
Stafford High School
Summer Creek HS
Taylor High School
Taylor High School
Teague High School
Texas School For The Blind and Visually Impaired
The Elevated Places High School
Tomball Memorial High School
Tomball Star Academy
Travis high school
Waltrip High School
Westfield High School
Westside High School
Wheatley HS
Worthing High School
YES Prep HS
York High School
Young women's college preparatory

Our Partners

2019 Sponsors



American First National Bank



Special Thanks To





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.