

Generational Financial Empowerment Program

Daycare or Childcare Program
Structure



What is Generational Financial Empowerment Program?

Children's soft skills and financial literacy program for ages 9-13 years old

About the Team

- Carol Thrower
 - MSA in Accounting Degree
 - Enrolled Agent with 9 years of Tax experience
 - Host of Community Cashflow 101 Adult Board Game Night
- Augelle Thrower
 - Co-owner
 - Information Technology skills
 - Richdad Coaching Student
- Business Partners and Mentors
 - Welcoming Center
 - SCORE/Delta Sigma Theta Philadelphia Chapter Collaboration
 - SCORE Mentor
 - Team volunteers

Marketing Strategy

- Generational Financial (Gen Fii) team members visit daycare centers and drop off flyers inviting them to an Cashflow Game event.
- During this event we play games while eating pizza and getting to know each other.
- I will show a PowerPoint presentation to introduce the Gen Fii program.
- And then survey daycare owners to gauge their interest in participating in the program.

Program Structure

- **Two tracts will be offered:**
- (1) **Live teaching workshops** at childcare centers;
- (2) **Online teaching** via videoconferencing or webconferencing

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Live teaching workshops:

A. During this program the children learn:

1. Soft skills such as conflict resolution, work readiness, effective communication, etc.
2. Financial principles such as budgeting, banking, investment vocabulary, etc

Children can play Cashflow for Kids for 6-12 months



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Program Structure

- **Online program tract (future offering):**
 - This program will be taught by videoconferencing and the material covered in the session will depend upon the buyer's package selection.
 - This program offering will consist of 4-6 modules along with the workbook on credit and debt management, taxes, investment vocabulary, and real estate financing techniques

Benefits of this Program

- We can all Win when we work together!!

- 1. Research shows children learning financial literacy at a young age **become more focus in their education in their teenage years.**
- 2. Your children develop a competitive edge over their peers.
- 3. The participating center now has a **more competitive edge** over other childcare centers.

