



Jonathan D. Rosen Family Foundation
www.rosenfoundation.org

ANNUAL REPORT

Fiscal Year Ending October 31, 2016



Message from the Executive Director

Dear Friends,

Financial literacy education is becoming increasingly crucial for all ages as our culture and economy become more complex. The JDRosen Family Foundation is dedicated to ensuring that the financial education it provides to our youth is one that instills smart financial habits that will remain with them throughout their future.

Americans are confronted with more options in credit, banking, insurance and investing than ever before. It is no longer feasible to work for a single company from high school to retirement relying on a pension and social security to live comfortably through the golden years. The expected retirement income of thirty years ago now seems barely adequate, particularly given longer life expectancies and inflation. As a result, we must educate the younger generation on the importance of making sound financial decisions as early as their first steps into employment.



The JDRFF has come a long way over the past four years. We have built a great program that is unlike any other and have created positive awareness not only as a brand but as an organization. Student and parent feedback continue to prove the outstanding impact the Wealthy Habits program has on its students. The referral rate for new students remains at more than 45%. It is now more obvious than ever that there is a high demand and pressing need for these programs.

The organization continues to grow and expand with the support of its partnerships, Board of Trustees, and community involvement. We have a great team of volunteers, instructors, and student instructors. I want to take this opportunity to commend their service and express my personal gratitude; we couldn't do what we do without every single one of them. I have a great deal of respect for their dedication and their openness to personal growth. I am proud to know them.

We hope that you will consider joining in our efforts to educate and empower students across the socioeconomic spectrum with the knowledge and skills essential for successful financial decision-making.

Best,

A handwritten signature in blue ink that reads "Tracy Tanner". The signature is fluid and cursive.

Tracy Tanner

Mission

To empower children and adults across the socioeconomic spectrum with the knowledge and skills essential for successful financial-decision making.

About Us



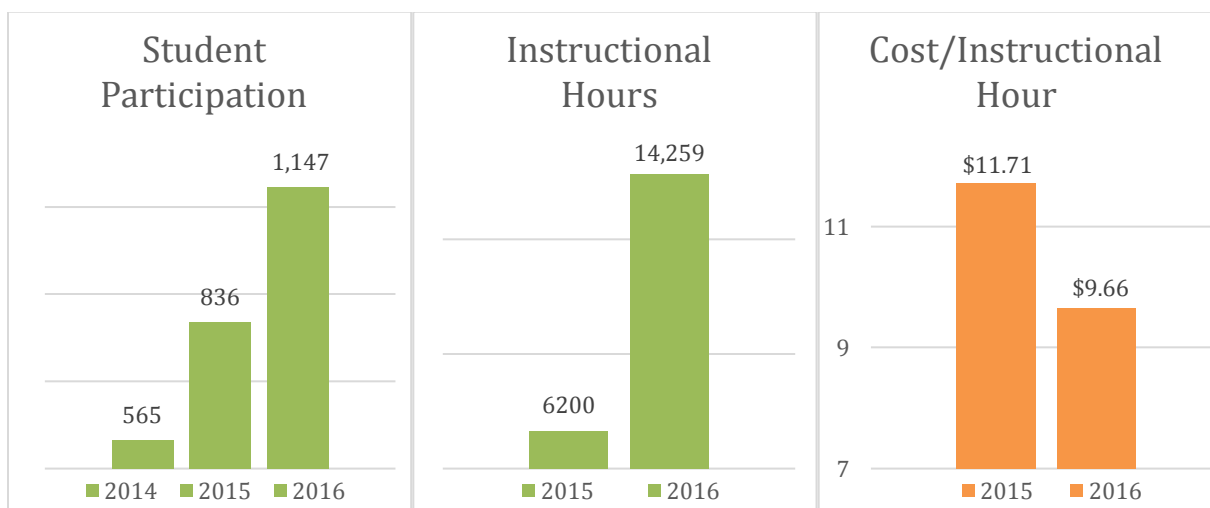
The Jonathan D. Rosen Family Foundation began the Wealthy Habits program in 2012, training 19 students. Throughout the past four years, its programs have continued to educate middle and high school students on the subject of financial literacy, now reaching 2748 students.

Wealthy Habits programs focus on giving students not only the “how” but more importantly the “why” of financial literacy. Changing behavior requires a change in mind-set and providing the “why” is how to best facilitate that change.

Our instructors are recruited college students, majoring in Finance, with the technical knowledge and the “I wish I’d known...” stories that keep the students engaged. The curriculum is interactive and simple so that even tough concepts like the Rule of 72 are understood by virtually every student. Small class sizes provide an environment that encourages students to discuss concepts and ask questions. The Wealthy Habits programs are peerless, having a noticeable impact on the next generation and its ability to make smarter financial choices.

Measuring Our Impact

The 2015/2016 fiscal year yielded a 37% increase over the previous year in student participation and a 129% increase in instructional hours. Additionally, the cost per instructional hour decreased 17.5%



Program Successes

Wealthy Habits Camp

The five-day summer camp was added to the program line-up to align with other options parents had for their children. Offering a more educational and less expensive option to parents meant that the camps filled quickly.

The pilot of the Wealthy Habits five-day camp was in early June 2016. Fourteen camps were provided over the two-month long summer period and were well-received by both parents and students. The summer ended with a waiting list.

Camp days started at 9am and finished at 5pm. This is a long day for anyone learning financial literacy, but the amazing instructors were ready with relevant games and engaging activities to keep the interest of their students. An average of 18 students per camp yielded a total of 244 students during the first season. Given the demand for the Wealthy Habits summer camp, the expectation for the summer of 2017 is an enrollment of 396 students (a 62% increase).

"My three children, ranging in age 12-18, really got a lot out of the program. It opened their eyes to the realities surrounding money and life. It also helped reiterate the things we as their parents have been telling him for a while. They heard YOU!!!! Thank you for helping make successful people out of your attendees."

-Parent 2016

Expanding Reach

Providing Wealthy Habits at more convenient locations throughout Atlanta has allowed for expanded marketing efforts as well as the provision of programs to students that otherwise might not be able to attend. This summer, camp locations were expanded to include Emory University and Gwinnett Parks & Recreation.

Another significant expansion of location was Wealthy Habits' second year of going to St. Raphael Catholic School in Raleigh, North Carolina, cementing an annual commitment and increasing our geographical reach.

Instructors

With so many more instructional hours added to the schedule, it was essential to recruit and train additional instructors. Two seasoned instructors assisted in the training of six rookie college students, all finance and economics majors. These new instructors worked diligently on developing and refining the camp curriculum which they were then able to put into practice. Their personal life lessons and past program experience were to the organization's benefit, as they built a camp curriculum that will continue to be a valuable asset as the organization grows.



These motivated instructors became the face of the Wealthy Habits programs to both the students and their parents. Through educating others, they were able to increase their own knowledge of personal finance, become better public speakers, and develop a self-confidence that will guide them through their future.

Wealthy Habits Changing Lives

Wealthy Habits programs impact a large number of attendees every year by building a foundation of financial literacy, but these are not the only benefits of the Wealthy Habits programs. Some attendees return to volunteer and help make an impact in their own peer group by assisting the instructors. A few have even made the complete journey from student to student instructor to solo instructor.

Students

The attendees of the Wealthy Habits programs walk away with a new found respect for the value of their own money and a desire to make better choices. Some realize new interests in entrepreneurship and investing, but all leave with a greater understanding than they came in with.



"My favorite part about the program was finding out about the Rule of 72. The most valuable thing I learned was that it is important to save, invest and keep growing my money. I am now going to start selling stuff, saving and investing."

-Nate Jarrow (age 13)

"Before this program I wanted something but I didn't know how to get it. Now I have a plan and know how to do it easily."

-Joseph Milfort, (age 11)

"My favorite part about the program was the exciting and fun games that we played during the week to help us learn the vocabulary. The most valuable thing I learned was the information about college and

buying a house. I will now avoid wasting money on things like 'piddly junk' and use money for things I really need."

-Catherine Oliga (age 15)

"The most valuable thing I learned is that wealth isn't just about how much money you have, it's about being financially healthy and stable."

-Will Mackintosh (age 14)

"My favorite part about the program was learning how people buy stock in companies. The most valuable thing I learned was how to work with a team and what monetary policy is. Before the program, I didn't think about delayed gratification and how I should save today and spend later.

Now I know that not spending on things I don't need now will pay off in the future."

-Lily Jordan (age 13)

"Before all I wanted was enough money to supply my fashion habits, but now all I want to do is grow it!"

-Ramel Williams (age 18)

Student Instructor Highlight

Every class has that special student and Wealthy Habits is no different. Dedicated students return to volunteer as assistant instructors. They undergo the same training as the regular instructional team and are expected to teach alongside the primary instructors. A total of five returning students assisted with the summer of 2016 camps. They were all great instructors and a wonderful addition to Wealthy Habits.

Darden Braun (age 15)



"Teaching with Wealthy Habits has certainly made me a better leader and role model. I have learned so much more about the management of my finances as well as what I can accomplish. I enjoyed volunteering immensely and look forward to teaching again next year."

-Darden Braun 2016

Darden was first introduced to Wealthy Habits when he attended a program in the summer of 2015 hosted by the Federal Reserve Bank of Atlanta. Shy but quite knowledgeable, he was the recipient of the class prize. He shared stories of his grandfather sitting with him to explain how investments work, further developing his appreciation for the subject of finance.

His love of the subject and gratefulness for the Wealthy Habits program drove his volunteer efforts. Helpful and open to feedback, he is a great asset to the organization and his growth over the summer was remarkable. As the summer came to an end, this once self-conscious student was instructing groups of older students with confidence and ease.



Chase Jeter (age 14)

"It is an amazing opportunity to be able to teach something as important as financial planning to young individuals. Shockingly, many kids are not taught Wealthy Habits and sometimes grow up to make crippling mistakes. I am glad that I can make a difference in young people's lives as well as mine because while teaching, I never stop learning."

-Chase Jeter 2016



Chase participated in the Wealthy Habits program for two consecutive years and started volunteering as a student instructor this past summer. Assisting the instructors with a 5-day camp was a big change from the single-day programs he had once participated in. Learning quickly, this smart and likable teen came to realize what it means to be a role-model to other students. He developed leadership skills instructing groups of students a good deal older than he was while increasing his confidence.

Instructor Highlights

These young recruits put in a great deal of time and energy to make the Wealthy Habits camp great. They spent volunteer hours developing games to match financial concepts, they worked as a team to manage the week-long outline, and most of all they were mentors to 244 middle and high school students.

Viviana Santana



"I grew up in a low-income household, which meant that I had little knowledge of financial literacy. Through the teaching position at Wealthy Habits, I learned very crucial information for my future. For instance, now I have a strong desire to own several assets and be diversified. The teaching position not only gave me a new insight on how to manage my money presently and in the future, but the joy of seeing how teens went through the programs and grasped the information, brought me such great excitement.

I will never forget how a student, Jalin Johnson, a moola winner, was on his second program and I was very surprised. He was on his phone, so I figured he was probably bored. That was not the case. He was looking at how the price of his stock was doing that hour. This program then proved to me how powerful it could be for teenagers."

-Viviana Santana 2015

"One of the most rewarding feelings is being able to create a foundation for the next generation. I have seen how financial literacy has impacted the students. Not only that, but the kids have also taught me how to become more curious and given me the motivation to keep teaching."

-Viviana Santana 2016

Viviana was recruited the summer of 2015 to act as an administrative intern. Growing up in a low-income household with parents that barely made it through middle school she was the first in her family to attend college. Motivated to have a more successful future she was thrilled to have an unpaid opportunity that would give her experience she would not otherwise get. The internship was much more than she expected. She not only learned valuable skills that relate to everyday business but also took the opportunity to become an instructor for Wealthy Habits thus teaching her valuable financial skills. She has become one of the organization's key contributors in her two short years. We are confident that we will continue to see good things from Ms. Santana in the years to come.



Instructor Highlights (cont.)

Tyler McCain

Four years ago I attended the first Wealthy Habits class. I didn't know then what an impact the organization would have on my future. An entrepreneur at heart, I found my real passion in finance. Given the opportunity to volunteer as an assistant instructor, I jumped at the chance. A career mentor once asked me what I was willing to do for free. My answer was obvious, "teach others how to be financially secure."

We all have a reluctance to speak in front of groups, and I was no different. I couldn't imagine getting up in front of a class of students, no matter the age, and command enough authority to teach them. After a few classes and direction, I was able to move past this stage fright and successfully take control of both myself and the class. Not only has the opportunity provided me with the courage to speak to groups of all sizes, I have gained the confidence that has secured a number of opportunities.

-Tyler McCain 2016



Tyler started out as a student of Wealthy Habits in 2012. He volunteered as a student assistant instructor for two years while in high school and became a staff instructor once in college. Thanks to Wealthy Habits, he found his true calling in finance. He was able to gain great confidence in front of groups which led to other great opportunities.

Michael McBane



"I worked with Wealthy Habits over the summer because I believe in the importance of personal finance education, and I support the program's commitment to interactive learning. What I did not expect from my experience at Wealthy Habits was how much the staff and the program would push me to grow as an instructor and a person. Instructing at Wealthy Habits was a rewarding and challenging experience that fundamentally changed the way I will approach education in the future."

-Michael McBane 2016

On a full scholarship at Emory University, Michael is an independent young man, relocating to Atlanta full-time from a small town in Virginia. Majoring in Economics and History with the desire to teach, he found a job working at an alternative school near the college campus. He was excited to make a difference, but after a short time teaching, he found himself discouraged and unsure about his original career choice. Feeling unsure about what he would do with his degree once he finishes in 2017, he found a summer opportunity teaching for Wealthy Habits. He quickly regained the passion for teaching he thought he had lost while working as an instructor and now feels a renewed sense of purpose as a teacher.

Resources & Financial Management

The organization plans to build on its strong foundation and develop new initiatives that will be game changers in financial literacy. The JDRFF continues to focus on efficient delivery of content without compromising quality.

Strategy

The base Wealthy Habits programs have become increasingly popular; program revenues (\$38,696) generated from these programs covered 30% of total direct programs costs (\$128,516). Shifting the base programs from a costly fledgling initiative to a program that self-sustaining will be key to the additional growth of new initiatives.

Revenues

The organization's revenues are categorized by program revenues and donor contributions. While the organization provides an unlimited number of scholarships, the program fees create a sense of value to parents that isn't there with a free program. The additional revenue has allowed the organization to cover costs related to the growth and betterment of the programs it would not otherwise have been able to cover.

Expenses

Expenses are distinguished between costs associated with the running and development of programs (DIRECT EXPENSES) and those that are administrative and necessary to run the organization (INDIRECT EXPENSES). The table below illustrates the funds used to facilitate programs and those spent on the management of the organization.

Revenues

| | | |
|-----------------------|---------------|-----------------|
| | Contributions | \$32,243 |
| | Program Fees | \$38,696 |
| Total Revenues | | \$70,939 |

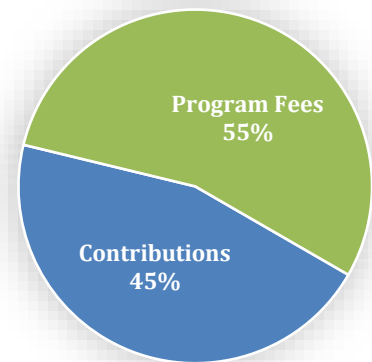
Direct Expenses

| | | |
|------------------------------|-------------------|------------------|
| | Program Supplies | \$11,742 |
| | Program Marketing | \$1,759 |
| | Program Staff | \$115,015 |
| Total Direct Expenses | | \$128,516 |

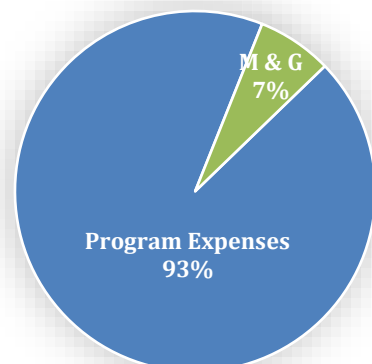
Indirect Expenses

| | | |
|--------------------------------|------------------------|----------------|
| | Office Expenses | \$1,996 |
| | Meeting Expenses | \$195 |
| | Business Expenses | \$1,664 |
| | Staff and Professional | \$5,398 |
| Total Indirect Expenses | | \$9,253 |

Revenue



Expenses



Looking Forward

The organization continues to grow, develop new programs and reach new markets. This growth will require dedicated volunteers and management staff as well as devoted partners in the community.

Program Growth

Past years have shown continuous growth both in student participation and in programs offered. The expectation for 2016/2017 is no different. The five-day camps will be the core summer focus as they were exceedingly popular in 2016. During the summer of 2017, a total of 22 camps will provide over 10,000 instructional hours to more than 350 students. The expected growth for the organization is as follows:

- 28% increase in student volume
- 33% increase in number of programs offered
- 6.5% increase in instructional hours (a focus on quality not quantity)
- 48% increase in program revenue to move toward program sustainability, allowing donated funds to drive new initiatives.



Enrichment Series Pilot



The Enrichment Series will focus on bringing back past students along with parents to expand their knowledge on specific topics. Programs will be a monthly four-hour presentation by guest speakers in areas such as banking, investing, insurance, real estate, college planning, interviewing and many other topics. This will not only allow a deeper understanding for the student but including parents will encourage conversations after the program ends. The returning students will give the organization an opportunity to follow-up on their progress and assesses the impact the Wealthy Habits has made in their lives. This program is scheduled to roll out after the first of the year.

Teacher Training Pilot

In a partnership with the Federal Reserve Bank of Atlanta, Wealthy Habits is developing a train-the-trainer curriculum that will be used to train eighth grade teachers. The teacher training will concentrate on providing teachers with the skills and materials necessary to teach the Wealthy Habits program. The project initially took shape in 2015 as a result of the synergistic relationship between the Federal Reserve Bank of Atlanta and Wealthy Habits. The program is scheduled to pilot in the summer of 2017 to one hundred educators who will, in turn, teach approximately 3000 middle school students in 2017/2018. With the help of previous instructors, dedicated volunteers and corporate sponsors, training and curriculum will be provided to teachers at no cost.

Board of Trustees

We would like to share our heartfelt appreciation to the members of our Board of Trustees. This esteemed group of individuals has shown time and again that they are dedicated to the mission of the JDRFF through their unwavering support and dedication. This year, we welcome two new members: Ginger Gallagher and Mike Davis, who have already proven to be positive additions to our board.



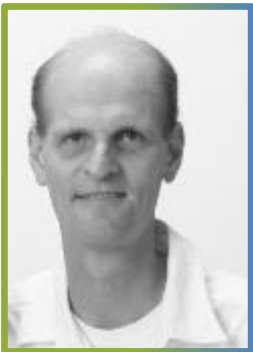
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Board Member (2009)



Jim Miller
Board Member (2015)



Ginger Gallagher
Board Member (2016)



Mike Davis
Board Member (2016)



Laura Courchesne
Student Board Member
(2014)

We Need Your Help

A Google search of “financial literacy” yields well over five million results. It could be perceived that this heightened awareness would have a positive effect on the “Millennial” generation, but evidence suggests otherwise. According to a study of 5,500 millennials conducted by PricewaterhouseCoopers and George Washington University: 30% are overdrawing their checking accounts, 42% have used alternative financial products (e.g. payday loans), and 20% of those with retirement accounts took out loans or hardship withdrawals in the past year. Wealthy Habits programs can change these statistics. Help us make a difference.

Every Dollar Matters

As you think about your annual giving, please consider the impact your tax-deductible donation can have. A donation of \$30 provides a scholarship for one student for a full day of financial literacy education. A monthly donation lets the organization plan for new initiatives building on an already proven program.

Volunteer and Help Make a Difference

Both professional and nonprofessional services are critical to our continued success. We rely heavily on in-kind donations of both products and services to make our programs a reality. This support is imperative to allow us to continue offering free and low cost programs with minimal funding levels. Whether you are a marketing professional, attorney, or a parent in the PTA, you can have a great impact on our ability to deliver these valuable services to the community. Just ask us how you can help. Your support can make all the difference in the financial future of a student.



Donation Card

Donor Information (Please Print or Type)

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Pledge Information

I (we) pledge a total of \$_____ to be paid: ☐ now ☐ monthly ☐ quarterly ☐ yearly.

Form of Payment ☐ Credit Card (click below) ☐ Check (payable to Rosen Family Foundation)

Thank You for Your Support!!

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