

Annual Report

November 1, 2016 - October 31, 2017



Jonathan D. Rosen Family Foundation

www.rosenfoundation.org

www.wealthyhabits.org

Letter from Executive Director

Dear Friends:

Financial literacy has become a hot topic across the country making it easy to find educational curricula and resources. The difficulty is in finding a curriculum that develops the students' interest in a way that leads to long-term change.

The Wealthy Habits programs organized by the JDRFF are like no other. Programs and camps engage students in critical thinking about everything from budgeting to risk management. The end-goal is for students to walk away with heightened curiosity and a feeling of urgency to make smart choices. Feedback from parents and students have shown us that these programs do make a difference. Participation to-date (Since 2012) is as follows:

- 618 students participated in the summer camp (2016 - Present)
- 2440 students participated in the 1 or 2-day program
- 1239 students participated in a program less than 6 hours
- 19 college students trained as instructors each co-facilitating over 200 hours

The next leg of our journey is to provide the materials and instruction to educators so they might have this same effect on the students they teach. In partnership with the Federal Reserve Bank of Atlanta, the JDRFF has developed and delivered the Wealthy Habits program to a small group of teachers and other community educators in the Atlanta area. The response has been overwhelmingly positive as participants comment on how much they personally learn from the experience and describe their excitement to share the knowledge with their students.

As the organization continues to impact the next generation, we hope that you will consider joining us in our efforts to change the way students personal finance.

Warm regards,



Tracy Tanner
Executive Director



Tracy Tanner

Ms. Tanner had been with the JDR Family Foundation since its infancy and has put her heart into building Wealthy Habits into a program that has become one of the fastest growing programs of its kind in the United States.

About the Organization

As an operating private foundation, the organization has and continues to develop programs that focus on educating our youth on the importance of making smart financial decisions. Based out of the Atlanta area, most programs are facilitated locally and are open to all students ages ten and older. Initiating the first Wealthy Habits program in November of 2012, the organization is proud to have impacted 4334 students thus far. Additionally, the organization has extended its reach by conducting teacher training programs designed to instruct teachers on how to teach the Wealthy Habits curriculum in their classrooms; thus further providing children and adults with quality financial literacy education.



Our Vision

Delivering sought after financial literacy education and curricula to the organization's target market and increase brand awareness to continuously fill all scheduled programs, camps and trainings.

Our Mission

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

Parent Feedback

“Excellent program! Very pleased that there is something of this quality out there to introduce teens to money terms and to all the things we can do with money other than spend it on material goods. One of the best presents parents can give their child is knowledge on how to manage money. It will affect their relationships and quality of life throughout life. Thanks again!!”

-Andrea, parent 2017

“This camp was wonderful! I was delighted at what my daughter learned and, as a 13-year-old who is difficult to please regarding activities, she said that it was SUPER fun! I was really happy that the counselors and curriculum planners made it fun. I also really liked the summary of what they did each day and mention of different campers. She did not tell me much, so that helped a lot. I also liked the outline of the curriculum. I will recommend this camp to our friends.”

-Jennifer, parent 2017

Programs

The Wealthy Habits programs range from short sessions at the request of local teachers and organizations to a five-day summer camp. Camps are facilitated by trained college students which provides attendees with a more relevant look at the importance of the subject.

This fiscal year has seen several program improvements and additions focused on increasing participation and the overall experience for students. The development of a formal curriculum binder for the instructor provides educational consistency and a 100-page workbook encourages continued education at home with parents. Additional metro-Atlanta locations along with a broader reach in brand awareness has provided a 38% increase in student numbers over the previous summer. We expect similar growth in the next year.

Number of students taught by program during the past two years

Year	Summer Camp Attendance	Day Programs	Speaker Sessions
Hours/Student	35-40 Hours	6-14 Hours	Less than 6 Hours
2016/2017 FY	358	421	308
2015/2016 FY	260	354	534



www.WealthyHabits.org

Student Impact

Wealthy Habits seeks to create meaningful learning experiences that enable students to learn and apply practical knowledge and financial skills to real-world challenges. Students learn complex topics such as assets, investing, passive income, credit worthiness in a fun and interactive format. This engaged learning encourages students to open their minds ultimately initiating a change in their ideas and behaviors. The outcome is a student that is eager to change their “poor habits” into “wealthy habits.”

Program Scholarships

The organization allotted \$10,000 towards program scholarships for the 2016/2017 fiscal year. Of the 88 submissions, 100% of the students were awarded full or partial scholarships to attend a program or camp of their choice. This was more than 10% of attendees in paid programs totaling \$8,105 in funds provided.

Student Investment Accounts

One top learner from each class is rewarded with a \$50 investment. Students, with the help of a custodian, must first open an investment account with the brokerage firm of their choice and provide the organization with his or her account information. The result is a check from the organization being sent directly to the brokerage firm. Students are excited to put the lessons learned in class into practice.

To date, 67 students have opened investment accounts based on the prize awarded. The organization has given \$4000 in funds to these students' accounts to encourage continued education and building better habits.



“Before I started this, I didn’t know how to invest my money, but now that I’ve taken this class, I know what to do with my money. Thanks Wealthy Habits!”

-Ryan, Age 14



“My favorite part about the program was learning about stocks, other investments, credit and debit cards, and the ins and outs of saving.”

-Amanda, Age 16

Intern Impact

Each summer the organization searches for a select group of college interns, trains them on the curriculum and gives them the opportunity to mentor students all while being mentored themselves. Of the 300+ applicants, nine highly qualified candidates were selected for the 2017 summer camp season. Chosen because of their compassion, motivation to improve themselves, and a basic understanding of financial literacy, they were the reason the organization had a successful summer. A three credit-hour college

class has a total of 48 hours of instruction.

Each Wealthy Habits instructor receives 30 hours of training and co-facilitates an average of 200 instructional hours providing them a great deal of learning and experience. Not only do instructors learn from each other, they learn a great deal from the classroom. All instructors walk away with a better understanding of personal finance, better communication skills, ability to cooperate with an equal partner, and the confidence to show authority and yet maintain compassion.



Wendy
Cai

Emory University
BA Economics and BS Quantitative Social Science (Dec 2018)

"Unknowingly, I became comfortable and at ease speaking in front of a classroom full of children. Additionally, the curriculum and teaching style created a change in the way I think about my own future financial success."



Matthew
Mutnick

Tulane University
BA International Relations & Legal Studies (May 2020)

"I thought this was an incredible program and I'm glad to have been a part of it! As much teaching as I did, I learned a lot from the other instructors as well as the other students. Thank you for an incredible summer."



Andrew
Gottlieb

University of Georgia
BBA in Finance (May 2018)

"Through this experience, I realized how important it is to be a team player to get the necessary work done. I also learned that the more determined and passionate you are as an instructor, the better the outcome of the students."

Teacher Training

New Initiative for 2017

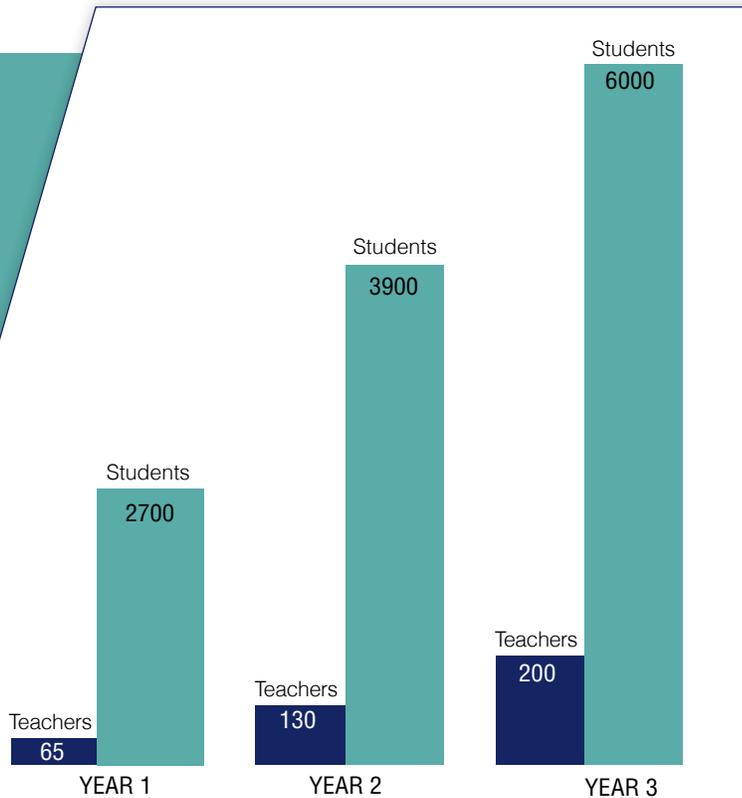
The goal of the Wealthy Habits Train-the-Teacher initiative is to provide teachers with a complete curriculum and training that imparts the fun to financial literacy for which Wealthy Habits is known.

The curriculum was built by the organization based on its two-day Money Basics curriculum. Reviewed by the Federal Reserve Bank of Atlanta for content resulting in the addition of their name and logo to the curriculum, offers validation of accuracy and proficiency of the organization. The pilot training sessions were hosted during the summer of 2017 at the Federal Reserve Bank of Atlanta. Twenty-five teachers attended providing great feedback about

the curriculum, the provided materials and the training session.

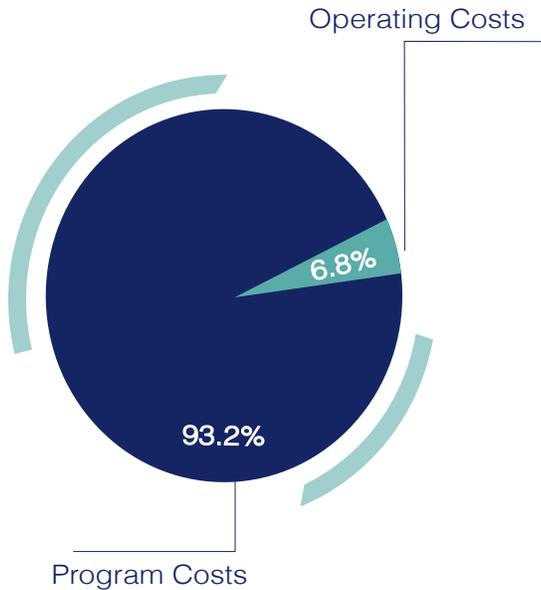
The potential impact this program can have on the next generation is much greater than the organization can have as the sole facilitator of Wealthy Habits. Corporate and individual sponsorships will ensure the growth of this program and allow the organization to offer it at little or no cost to teachers.

Ongoing efforts to make the training and curriculum accessible to educators across the country will be the focus in the next fiscal year. These efforts will result in thousands of teachers teaching financial literacy in their classrooms in a way that students will relate.



For each teacher trained, we expect they will teach an average of 30 students annually. The goal of the organization is to train a minimum of 65 teachers in 2018 which will result in 2,700 students with a better understanding of money management. As the program continues and the reach is broader, the number of teachers providing the Wealthy Habits program is expected to grow to 130 in year 2 resulting in 3900 students with a better understanding of money management.

Financials



Overview

A \$24,000 increase in spending over the last fiscal year included the addition of four large projects; including a complete website redesign, an improvement in the camp curriculum by adding a workbook for students and a curriculum binder for instructors, and the introduction and facilitation of the Teacher Training curriculum. Along with the completion of these projects, there was a 38% increase in camp attendance and a 19% increase in one and two-day programs. Resulting in an increase of 165 students over the previous year attendance in meaningful day programs and camps.

Statement of Financial Position

Assets

Cash.....	\$12,555
Investments.....	\$1,394,655
Total Assets.....	\$1,407,210

Statement of Activity

Revenue

Contributions.....	\$22,163
Program Revenue.....	\$64,280
Investment Income.....	\$42,330
Cash From Reserves.....	\$33,031
Total Revenue.....	\$161,804

Expenses

Program Supplies.....	\$19,357
Program Marketing.....	\$4,666
Scholarships & Awards.....	\$8,208
Personnel.....	\$118,428
Operating Expenses.....	\$11,145
Total Expenses.....	\$161,804

Increase in Attendance

There was a 38% increase in camp attendance and a 19% increase in one and two-day programs.

Website Redesign

To assure ease of access for registrations and information, the website underwent a new look.

Camp Curriculum Binder

Along with training the curriculum binder was essential to the new intern instructors. This aided in program consistency and accuracy.

Teacher Training

The development and design of the 128-page curriculum as well as promoting and facilitating four training sessions.

Camp Workbook

A 108-page workbook was developed and designed so students would have material to take home to review with their parents.

Special Thanks

The Jonathan D. Rosen Foundation is extremely grateful to the companies that have offered their services pro bono. Their generosity has allowed the organization to focus on building and facilitating programs that will impact our future generations rather than fundraising for these additional operating dollars.

As you and your associates think about resource allocation, please consider their contributions and skills.



Vela Agency

(2013-PRESENT)

Inspired by strategy, driven by ideas. Vela Agency is a strategic marketing agency located in North Carolina that has offered their services since our beginning (2012). From business cards to website design, they have helped develop the JDRFF brand as well as the Wealthy Habits brand. Vela's talented staff has spent 385.25 man-hours making us look great.



Bluewolf

(2016-PRESENT)

Not seen on the surface but vital to the organization's strength and foundation, Bluewolf has been behind the scenes since January, 2016 to ensure all of our data is safe and systems running smoothly. Seamless registration from website to database and automated email systems make it possible for the organization to focus the bigger picture. They have graciously contributed a total of 290.4 man-hours towards these efforts thus far.



Levis Seguin CPAs

(2012-PRESENT)

It is important to us to be fiscally responsible and Jim Levis and his team have been with us every step of the way to make sure we are following all the IRS rules and regulations regarding our not-for-profit status. Additionally, he has been providing tax filing services to the organization at no cost, meaning more of the organization's funding is available to fund educational programs.



Federal Reserve Bank of Atlanta

(2016-PRESENT)

The Federal Reserve Bank of Atlanta has been a great program partner. They have been a gracious host for the Wealthy Habits programs and tours for our groups at their facility to include catering meals for programs and private tours of the boardroom and cash vault. All of which have been greatly appreciated by participants and staff. Moreover, the assistance provided to us for the development and printing of the teacher training aided in getting the program off the ground.

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.



Jonathan Rosen
Division CEO Synovus
Board Chair (2009)



Andy Trotti
Radiation Oncologist
Board Member (2009)



Michelle Spiro
Fashion and Marketing Consultant
Board Member (2009)

“The JDRFF does more than provide financial education to students. Its Wealthy Habits programs change lives by teaching skills that will carry through the students’ adulthoods. Those skills will give them choices in their futures and provide a level of freedom that they might not otherwise have. I’m confident that they will then pass along this knowledge to others, furthering our cause to help improve society and reduce poverty. I’m proud of my association with, and to serve on the board of, an organization that truly makes a difference in the lives of those it serves.”



Ginger Gallagher
President Vela Agency
Board Member (2016)



Jim Miller
CEO Algaeon, Inc.
Board Member (2015)



Mike Davis
Chief of Staff
DeKalb County Commissioner
Board Member (2016)



Laura Courchesne
Rhodes Scholar, University of Oxford
Graduate Student
Student Board Member (2014)

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