

ANNUAL REPORT 2019



LETTER FROM THE EXECUTIVE DIRECTOR

Hello Friends,

Being able to make an impact in the financial future of more than 7000 students thus far brings me great joy. I recently had the pleasure of visiting with a few of the students that were in our program 4+ years ago. They shared with me the impact the lessons they learned had on the decisions they were making through college. Changing the direction of even one student creates not only a change for that student, but it also creates a generational change that has the potential to affect countless individuals.

This year has been a year of huge growth for the organization. With the addition of three new staff members, we have been able to concentrate our focus on setting up many foundational aspects of the organization that will allow for future growth. I am extremely grateful for all of the hard work each one has contributed throughout the year. Any future success of the organization is in part thanks to these three amazing individuals.

Not unlike every other year, our Board of Trustees and dedicated donors have been our rock for this growth, and we could not have done it without their support. We are so grateful to have such amazing individuals on our side.

Best,



Tracy Tanner
Executive Director
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ORGANIZATION'S MISSION

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

GOALS

- Provide more educational hours to students in order to make a more positive impact on the next generation's financial success.
- Build a foundation for continued success for the organization
- Expand our reach to those who would otherwise not be able to attend

OUR TEAM



2019 Staff (left to right):

Yini Luo, Behavioral Specialist
Ashley Miller, Program Coordinator
Sanam Karki, Marketing & Finance
Tracy Tanner, Executive Director

Ashley Miller – A former summer intern from 2018, Ashley Miller, joined our team as the program coordinator. Her love and passion for financial literacy education was unmatched by any intern and made her a perfect fit for the position. Ms. Miller put her heart into fulfilling the mission of the organization and the programs we provide.

Sanam Karki – As an MBA graduate, Sanam Karki was recruited to assist in the daily business aspects of the organizations. Ms. Karki was responsible for everything from data management to marketing. Her input and updates were key to organizational decisions that sparked the overall growth.

Yini Luo – With a Master's degree in Public Health from Emory University, Yini Luo joined our team to provide valuable insight into the structure and impact of the curriculum to better serve our students. Her experience in research and building training material was a much-needed asset to the organization. She has helped take our curriculum to the next level.



2019 Interns

Interns - Our biggest group of interns yet. We had a busy summer and this group kept us going. Teaching more students than we ever had in a single summer it was certainly a summer to remember. A total of 408 students participated in our 5-day summer camp. That is a full 35 hours of financial literacy education "made fun" for each of those students. These fourteen interns were able to walk away knowing that they changed the financial future of many students as well as learn a great deal more about themselves and the world around them.

[Click to read more about our 2020 interns.](#)

OUR IMPACT



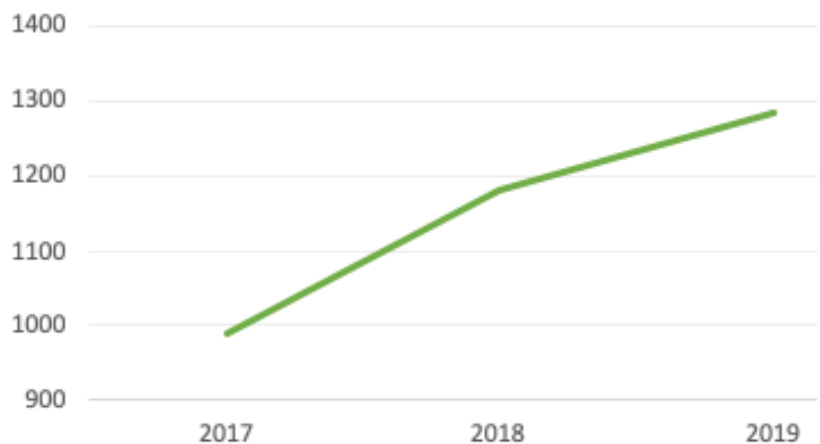
1283

STUDENTS TAUGHT

There is an average of 600 students in each of our country's middle schools. If you have ever walked the halls of a middle school while they are changing classes, you can appreciate how many young minds we are able to impact each year.

One-third of the 1283 students participated in our week-long summer camp consisting of 35 hours of financial literacy education. To put that in perspective, a one credit college class is only 15 educational hours.

3 YEARS OF GROWTH



18,638

INSTRUCTIONAL HOURS

A one-hour budgeting workshop will rarely change the future choices of a student. For this reason, we focus just as much energy, if not more, on the number of instructional hours Wealthy Habits provides to each student.

This year 56% of the 1283 students participated in more than 7 hours of learning. During a 7-hour Wealthy Habits program, students learn about earning money, paying income taxes, budgeting, building credit, avoiding costly debt, investing and the power of compound interest through the Rule of 72.

FINANCIALS

\$17.59

Average Cost Per Instructional Hour

\$255.48

Average Cost Per Student

32%

Self-Sufficiency Ratio



Our long-term goal is SELF-SUFFICIENCY.

Non-profits that rely heavily on donations struggle and sometimes are unable to continue providing their services to the communities they serve. Our goal is to cover 100% of our costs with earned revenue so that donations can fund our program scholarships and sponsor group programs as well as fund the creation and development of new programs. Our goal is to raise our ratio by 8% annually.

Statement of Financial Position

Assets	
Cash	\$45,960
Endowment	\$1,136,680
Long-Term Investments	\$1,032,704
Fixed Assets	\$51,755
Total Assets	\$2,267,099
Liabilities & Net Assets	
Liabilities	\$0
Total Liabilities	\$0
Illiquid Assets	\$1,084,459
Liquid Assets	\$1,182,640
Total Net Assets	\$2,267,099
Total Liabilities & Net Assets	\$2,267,099

Statement of Activity

Revenue	
Donated Support	\$17,390
Earned Revenues	\$104,733
Investment Earnings	\$62,494
Reserves	\$143,158
Total	\$327,775
Expenses	
Program Expenses	\$72,910
Personnel Expenses	\$232,296
Business Expenses	\$22,569
Total	\$327,775



THANK YOU

to our 2019 supporters for your generous donations.

David Rosenthal

Jim Miller

Sherrie & Frank Rybarcyk

Ginger Gallagher and Barry Gilbert

Gary Roth

Ken & Debbie Merten

Bill Muirhead

Roald Hoffmann

Weslee Knapp

Jonathan Peskoff

Donna Harris

Jill Hurley

**to our 2019 business supporters
for your generous financial and
in-kind donations.**



**Help us make a
difference in the future
financial success of the
next generation.**



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