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message from our chief executive officer:

“Wow.”

That’s the first word that came to mind upon realizing a few months ago that the time had come for us to issue Moneythink’s first-ever annual report. I feel overwhelmed with gratitude when I think of all of the volunteers, supporters, and partners that have helped us achieve our high level of initial success. Things will only be getting brighter for our organization. July 1st, 2013 marked the first day of Moneythink’s second official fiscal year, and I am extremely excited to have the opportunity to further the Moneythink mission as we advance into the future; indeed, we are just getting started. As we move through our second successful year as a social venture, we have a responsibility to our stakeholders to provide an update on our progress. Please let us share a bit about what Moneythink has been doing and offer a glimpse into the lives and communities nationwide that we’ve had the privilege of impacting through our financial mentoring services.

Four and a half years ago, when we first endeavored to build Moneythink, we had only a vague picture of the tremendous challenge we were embarking to address. Media outlets seemed to focus on the negative: highlighting how the rates of economically disadvantaged youth were rising, how Americans were facing more than $1 trillion dollars in credit card debt, how our national student debt level was at an all-time high, while nationwide our youth were scoring all-time lows on financial literacy exams. At the University of Chicago, it was clearly visible to us that the communities surrounding our campus were experiencing many of the most severe effects of the economic collapse—rising unemployment, closing community businesses, evictions, spiking crime rates, levels of homelessness, and even addiction rates.

We thought to ourselves, “what can we - as college students - do to make a local, tangible impact on this global, seemingly intractable financial crisis?” After some deliberation, we arrived at a simple solution: “What if we created a unique tutoring program: One focusing not on core academic subjects already covered by other programs, but rather focused on subjects which are potentially more relevant and applicable to daily living for students in low-income settings, such as money management, personal finance, and economic opportunity?”

As we shared this idea with our peers and began working in our partner classrooms, we quickly saw the powerful effect that shared belief in a common mission could have in sending ripples of change throughout our local communities. Our early progress was highlighted by the fact that, as the state of the economy and the public education system* worsened between 2009 and 2012, college volunteers nationwide only became increasingly involved and committed to carrying the Moneythink solution forward as a vehicle for improving future generations. Above all, however, we were most inspired by the response from our students. Students would approach us after Moneythink class sessions asking when we would return, telling us that “this [financial knowledge and mentorship] was their way out.”

continued...
Our years as a student organization—with little funding and no full-time staff—gave us the time and space to develop an effective model, highlight best practices, theorize and commit to a long-term vision for change, and grow into our own as individuals and leaders. Hence, this past year—our first official fiscal year as a staffed and funded organization—has been about converting what we learned and built during those formative years into an institution primed for sustainable scale. Between July 1st, 2012 and June 30th, 2013, we:

- Provided weekly financial mentoring for 1500 students, bringing the total number of students we have mentored to over 6000.
- Trained 300 volunteers across 30 campus communities (up from 150 volunteers on 17 campus communities the previous year).
- Established partnerships with our first corporate, institutional, and individual funders, thereby opening pathways for revenue streams and sustainable growth.
- Established partnerships with operational partners such as Teach for America, who help us distribute our mentoring services to classrooms locally and nationwide.
- Set up our first offices for our inaugural full-time staff of three.

Nonetheless, our vision maintains that we have much more work to accomplish along the road ahead as we continue to grow and evolve as an organization. In FY13-14, we are increasing capacity, strengthening quality control and impact measurement systems, and enhancing our program offering to drive more tangible and measurable impacts for the students we serve.

What follows in these pages is a report honoring the faith, belief, partnership, and investment of all those who have helped us enter our second fiscal year equipped to make a bigger difference than ever before. We remain steadfast on our path and deeply committed to restoring the economic health of America through financial education, one student at a time.

Ted Gonder
Co-founder and CEO, Moneythink
“It shouldn’t take another financial crisis to prove the need for financial literacy programs. Congratulations to Moneythink for creating an innovative, scalable way to provide young people with this important skill set.”
– Ellen Rudnick, Executive Director and Clinical Professor, Polsky Center for Entrepreneurship, University of Chicago Booth School of Business

“Improving financial literacy in developing countries is key to achieving universal financial inclusion. US organization Moneythink offers...financial literacy courses for urban high school students to help build money management skills.”
– Guardian

“Of all the problems confronting schools today, financial literacy is rarely mentioned. But that will change if Ted Gonder has his way.”
– Bonnie Miller Rubin @ Chicago Tribune

“Moneythink’s curriculum is designed to be relatable and uses pop culture, music and sports as points of connection.”
– Crain’s Chicago Business

“The Blackstone Charitable Foundation is proud to be an early supporter of Moneythink and its mission to restore the economic health of America through financial education and entrepreneurship. Moneythink’s truly innovative program should be a model to engage urban youth.”
– Amy Stursberg, Executive Director of the Blackstone Charitable Foundation

“Providing students with the skills to make better financial decisions isn’t yet a priority in the school system, but the knowledge could make a big difference for their future.”
– Mother Nature Network
“Moneythink is inspiring the minds of young people. It teaches financial literacy, which can be helpful throughout life. This program implements a subject that is not quite available in high school but is demanded at the next level and so on throughout our future careers. The Moneythink organization focuses on tomorrow’s problems and are solving them today by teaching high school students personal finances.”

– Marvin Williams (Moneythink student)

“Knowing that the complex and counterintuitive concepts of supply and demand were not only understood but clearly recalled months later was proof to me that we are actually accomplishing something. It was in that moment I could really appreciate not only the intelligence and abilities of the students we teach, but also the extremely passionate and dedicated team of mentors I am so lucky to be part of.”

– Rakhee Jain (University of Chicago Mentor)

“Moneythink helped me shape the way I think about the business world, and has given me useful tools in progressing forward with my soccer career and entrepreneurial goals.”

Alfred Greene (Moneythink student)

“Moneythink is a phenomenal organization that is direly needed. In a country with urban areas with severe poverty and financial nescience, Moneythink provides a financial education that will develop society. It's interesting spin using college students as teachers allows high school students to be taught by someone they respect, are intrigued by, and could be their peers for years to come. It is an amazing organization ran by the leaders of our world; they are bridging the socioeconomic gaps today and literally improving tomorrow’s world.”

– Jeremiah Douchee (Moneythink student)

“Moneythink mentors can be assigned to teach students coming from difficult home lives or living in rough neighborhoods, and it can be daunting to have a student tell you that she has neither career prospects nor college aspirations. According to one student, Moneythink helped her focus on the specific steps to take to get a job, make a personal budget plan, or apply for college, thereby making these far-fetched ideas a little easier to grasp.”

– Cristina Chee and Winnie Li, (DePaul University Mentors)
MONEYTHINK expands economic opportunity in the United States by equipping urban youth to believe in themselves, navigate the financial decisions of adulthood, and achieve financial prosperity. Our innovative model gets young people excited about making smart financial decisions and starts them down the path toward economic success—in turn, generating a financial ripple effect through families and entire communities.

THEORY OF CHANGE

Moneythink is on a mission to make financial capability a social norm for graduating high school students in the United States by 2030.

1. Our established teaching method.
   - Moneythink recruits and trains MOTIVATED COLLEGE STUDENTS to become Mentors.
   - A CUSTOMIZED CURRICULUM incorporates pop-culture, sports, and current events to engage and educate students.
   - EXTERNSHIPS & ENTREPRENEURSHIP COMPETITIONS allow student to apply classroom learning to real-life experiences.

2. The mentor-student relationship
   - PEER MENTORSHIP makes the learning experience more relatable and engaging for high school students, yielding better results.
   - FINANCIAL AND ENTREPRENEURIAL SKILLS Financially knowledgeable students craft entrepreneurial career strategies.
   - THE short-term impact
     - As a result, they are more FINANCIALLY CAPABLE opening bank accounts, navigating the college loan process, and preparing to build wealth through entrepreneurship.

3. The long-term impact
   - FINANCIALLY EQUIPPED students are confident and capable to pursue entrepreneurial careers.
   - College students become inspired to improve urban education and catalyze community development.
   - A generation of financially empowered students reinventing the American Dream through entrepreneurship.
MISSION

A COMPLEX PROBLEM MEETS A SIMPLE SOLUTION

UNPREPARED STUDENTS US teens score an all-time low in financial literacy. Scores are lowest in inner-city communities, where each year over one million 12th graders enter the real world unprepared for immediate financial challenges.

UNEQUIPPED SCHOOLS Despite legislative mandates in 13 states, resource-strapped urban schools lack effective financial education programming and fail to deliver measurable results.

THE MONEYTHINK APPROACH Our university-based volunteer chapters provide urban high school students in the 11th and 12th grade with highly trained college mentors who lead year-long economic opportunity courses focused on teaching students financial and career skills. These college mentors make financial concepts relevant and engaging with insightful pop culture case studies, real world activities, and education technologies.

“Moneythink is working to even the odds for future generations. By engaging both college and high school students together, we’re mainstreaming financial capability for two generations in the course of one. By 2030, Moneythink will ensure that every student enters adulthood financially prepared for the real world.”

- Ted Gonder, Co-founder and CEO of Moneythink

data-driven innovations

Goal-oriented lessons drive behavior change by leading students to take real-life action toward expanding their economic potential.

Moneythink operates at a 5:1 student-mentor ratio, driving high engagement and building trust through a year-long series of weekly mentoring sessions.

Tapping into the largest untapped volunteer pool in the nation, Moneythink scales its impact leanly while training America’s future service leaders!
THREE BIGGEST OPERATIONAL MILESTONES ACHIEVED:

- Formed key partnerships with Teach for America and Junior Achievement to help our programs reach more students.
- Initiated new procedures around data collection to keep pulse on the health of the Moneythink movement nationally.
- Centralized the organization’s financial, accounting, and legal infrastructure.

THREE BIGGEST CHALLENGES, LESSONS LEARNED, AND CHANGES MADE:

- Developing recurring revenue streams for the financial sustainability of local operations and the national office.
- Building a more consistent dialogue between local chapters and the national office, as well as between chapters themselves.
- Strengthening systems for mentor selection, training, and reporting.

CHICAGO

- Students served: 560
- Number of classrooms: 28
- Number of volunteers: 140
- Number of universities: 6

NATIONWIDE

- Students served: 1,635
- Number of classrooms: 85
- Number of volunteers: 300
- Number of universities: 22

2012-13 student impact (from pre-and-post surveys)

- 65% of students felt more prepared for financial independence by the end of the program.
- 62% increase in students’ awareness of the dangers of credit card debt.
- 46% increase in student understanding of parents’ financial practices.
- 31% increase in household discussions of money management.
- 30% increase in student familiarity with financial aid process for college (FAFSA).
- 30% increase in the amount of students actively planning for their financial futures.
meet alfred.

Alfred is a winner on the field and off. He is a 17 year-old aspiring soccer player and currently plays on an elite club team. He is also a Moneythinker.

Alfred’s passion for soccer has been a motivating force in his life, keeping him goal-oriented and helping him steer clear of gang violence in his neighborhood. He has always cared about sports and entrepreneurship, but Moneythink - and the learning and mentorship the program provided - inspired him to merge these two passions into an innovative business plan. After completing the Moneythink entrepreneurship curriculum at Foshay Learning Center in Los Angeles, he pitched his idea at the USC Moneythink “SChark Tank” Competition and finished as a finalist.

After trying out many mediocre gym bags and talking to fellow athletes, Alfred realized that he was not alone in his frustration and sought to develop a solution. His Moneythink mentors helped him identify his initial customer segment as well as develop his customer value proposition. With these tools in mind, he developed a prototype.

Alfred’s gym bag is waterproof, has a cold-pack compartment for water bottles, and is compatible for all sports. According to Alfred, Moneythink helped him shape the way he thinks about the business world, and has given his useful tools in progressing forward with his soccer career and entrepreneurial goals. Alfred plans to become a professional soccer player after high school. He is an incredibly motivated individual, and we are proud to call Alfred a Moneythink Alum.

DEMOGRAPHICS

Foshay Learning Center, Los Angeles, CA
Neighborhood: Leimart Park

The median household income in 2008 dollars was $45,865, considered average for the city but low for the county. The percentage of households earning $20,000 or less was high, compared to the county at large. The average household size of 2.2 people was low for both the city and the county. Renters occupied 54.1% of the housing units, and homeowners occupied the rest.

In 2000 there were 817 families headed by single parents, or 27.7%, a rate that was high for the county and the city. There were 990 veterans, or 11.1% of the population, considered high when compared with the city overall.
MENTOR SPOTLIGHT

blake mason, USC

This past semester I taught the curriculum to a class in the Academy of Finance at James A. Foshay Learning Center, a school in south-central Los Angeles. We met with our students each Friday bright and early. In fact, the lessons were early enough in the morning that I initially wondered if the students would be able to focus, let alone benefit from the class. The first lesson session seemed to confirm my fears. The students challenged us and it was a constant struggle to grab their attention. I spoke to their teacher later that day and he pointed out that these students were being tracked as academically low-performing due to their past performance. He also noted, however, that while they may be challenging, they are also rather grounded and have a great deal of potential. It took me a couple of weeks, but I began to see what their teacher, Mr. Stahura, was talking about. I had to learn to meet them at their level and structure the classes in a manner that would better suit their needs. By the sixth week, our team had finally found our stride. A steady diet of discussion and visuals helped us connect with the students.

Our students also benefited from SChark Tank. The USC Moneythink Chapter put together a business pitch competition for all of our entrepreneurship classes. It was exciting to see some of our most challenging students really buckle down for a project they cared so much about. In the end, we selected multiple teams to advance to the finals held at USC: I could not have been more proud. On the last day, we brought ice cream and cookies for our class, and we all gave a short speech to our class about this past semester. At a loss for words, all I could say was that I could not be more proud and I thanked them for such a great semester.
**FY 2013-2014 (GOALS/PROJECTED)**

**CHICAGO**
- **students served:** 560
- **number of classrooms:** 28
- **number of operational partners:** 20
- **non-school operational partners:** 11

**NATIONWIDE**
- **students served:** 2,603
- **number of classrooms:** 104
- **number of operational partners:** 40
- **non-school operational partners:** 3

**THREE BIGGEST PROGRAMMATIC MILESTONES TO ACHIEVE:**
- Successfully implement and measure impact of the new 21-week Economic Opportunity Curriculum.
- Pilot the Moneythink mobile application in select Chicago classrooms.
- Achieve groundbreaking marks on knowledge gain and behavior change for students in our program.

**THREE BIGGEST OPERATIONAL MILESTONES TO ACHIEVE:**
- Successfully implement student, mentor, and chapter data collection strategies.
- Advance and deepen our partnerships with Teach for America, Junior Achievement, and other groups that can help us serve more students.
- Improve and standardize communications between the national office and local chapters.
moneythink is the only movement of young people working to restore the economic health of America through financial education.

new approach to student impact:

**INCREASE ECONOMIC OPPORTUNITY** by getting students in position to land a living wage job through increased college persistence, creation of professional tools (resume, LinkedIn, Gmail), and knowledge gain in finding and landing a job.

**ENABLE ECONOMIC MOBILITY** by helping students succeed in living wage jobs through refined characteristics, increased knowledge on networking value, and augmented use of goal setting.

**FIGHT LIQUID ASSET POVERTY** through implementation of knowledge of net worth components and the ability to build net worth, enhanced money management and credit building skills, and tangible outputs to aid money management (budget, savings plan, etc.)
MONEYTHINK has developed the nation’s first-ever Economic Opportunity Curriculum (EOC), providing students a uniquely engaging course of study aimed at increasing economic opportunity and enabling social mobility by teaching them how to make and manage money. Moneythink mentors deliver the Moneythink program once per week, at the partner location, over the course of one academic year. Moneythink aims to service each classroom with a mentor-to-student ratio of 5-to-1 or less. While Moneythink often works with high schools, programs can also be held in community centers, youth centers, homeless shelters, public libraries, and any other venue where high school students congregate.

MONEYTHINK measures progress towards program goals in three distinct ways: knowledge gain, attitude change, and tangible outputs. Knowledge gain is measured through formal and informal assessments centered on the comprehension of Moneythink’s Rules of Thumb. Each rule of thumb aims to impart the primary takeaways within certain lesson topics. Attitude change is measured through formal and informal surveys measuring student perspectives, aspirations, and intended behavior. Attitude change questions offer a quantifiable method for measuring how Moneythink alters student perceptions and viewpoints. Tangible output is measured through the completion of tasks and products associated with specific Moneythink lessons. Each Moneythink student creates a portfolio, which houses tangible outputs to be referenced by the students going forward.

OUR CURRICULUM stands on three key pillars: Mentorship, Pop Culture, and Technology. Moneythink mentors develop meaningful and lasting relationships with students, cultivating a sense of trust during the program that enhances the lives of both parties and encourages strong financial and career decision making. Our unique millennial curriculum facilitates this connection. The curriculum is rooted in popular culture: examples from music, entertainment, sports, currents events, and media are prevalent throughout the program. These examples illustrate the upside of sound financial management while also teaching the downside of fiscal imprudence. Moneythink also places a heavy emphasis on web-based activities and tech-oriented learning in order to better prepare our students to manage their personal finances and attack the job market of both today and tomorrow.
<table>
<thead>
<tr>
<th>Session</th>
<th>Rule(s) of Thumb</th>
<th>Tangible Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Moneythink?</td>
<td>The two component of financial success: make money and manage money.</td>
<td>Reflection Slip: What do you hope to get out of the Moneythink program?</td>
</tr>
<tr>
<td>How People Succeed</td>
<td>Strong character is critical to life success.</td>
<td>Student Character Self-Evaluation Worksheet</td>
</tr>
<tr>
<td>Net Worth</td>
<td>Net worth = Assets - Liabilities</td>
<td>Net Worth Activity Worksheet</td>
</tr>
<tr>
<td>Goal Setting</td>
<td>Set ambitious, yet feasible goals for yourself.</td>
<td>SMART Goals Worksheet</td>
</tr>
<tr>
<td>College</td>
<td>Graduate from College.</td>
<td>College Recommendation Letter &amp; College Greenlight Profile</td>
</tr>
<tr>
<td>Marketing Yourself</td>
<td>Be professional.</td>
<td>Resume &amp; Marketing Yourself Worksheet</td>
</tr>
<tr>
<td>Networking</td>
<td>Networking is a key component of achieving your career dreams.</td>
<td>Gmail Account, LinkedIn Account &amp; Networking Plan</td>
</tr>
<tr>
<td>Jobs</td>
<td>Research potential jobs online and through your network. Preparing for and practicing your interview is critical to landing a job.</td>
<td>Mock Job Application Interview Prep Guide Mock Job Interview</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Entrepreneurship is a high risk, high reward alternative to traditional career paths.</td>
<td>Personal Reflection on Entrepreneurship as a Potential Career Path</td>
</tr>
<tr>
<td>Budgeting</td>
<td>Pay Yourself First, Spend less than you make, Follow the 20/30/50 Budget Rule.</td>
<td>PayStub Budgeting Activity &amp; Student Budget</td>
</tr>
<tr>
<td>Banking</td>
<td>Use a bank. Check fees and rates when choosing a bank account.</td>
<td>Bank vs. Unbanked Activity, Article Reflection Worksheet &amp; Letter to the President</td>
</tr>
<tr>
<td>Investing</td>
<td>Invest in a low-fee, diversified index fund portfolio. Inflation will erode your purchasing power.</td>
<td>Investing Activity Worksheet</td>
</tr>
<tr>
<td>Real Estate</td>
<td>Don’t buy real estate that costs 2.5 years worth of your gross income or more.</td>
<td>Rent v. Buy Activity Worksheet &amp; Careers and Homes Activity Worksheet</td>
</tr>
<tr>
<td>Car Purchase</td>
<td>A car costs $10,000 per year to maintain.</td>
<td>Compare Cars &amp; Dream Car Worksheet</td>
</tr>
<tr>
<td>Saving</td>
<td>Save Early &amp; Build an Emergency Fund.</td>
<td>Saving Activity Worksheet &amp; Student Savings Plan</td>
</tr>
<tr>
<td>Managing Plastic</td>
<td>Never carry a credit card balance.</td>
<td>Cards Worksheet</td>
</tr>
<tr>
<td>Credit Scores</td>
<td>Always pay your bills on time.</td>
<td>Credit Score Activity Worksheet</td>
</tr>
<tr>
<td>Loans</td>
<td>Know how to differentiate between good debt and bad debt.</td>
<td>Loans Activity Worksheet</td>
</tr>
<tr>
<td>Insurance</td>
<td>Always carry the appropriate insurance.</td>
<td>Insurance Activity</td>
</tr>
<tr>
<td>Government Benefits</td>
<td>Government benefits provide a way to get back on your feet, but are not a major source of income.</td>
<td>Government Assistance Activity</td>
</tr>
</tbody>
</table>
### Financial Snapshot

#### Total Income

<table>
<thead>
<tr>
<th></th>
<th>Moneythink</th>
<th>% of Total Income</th>
<th>Industry Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>$44,019</td>
<td>22%</td>
<td>73%</td>
</tr>
<tr>
<td>Corporations</td>
<td>$158,500</td>
<td>78%</td>
<td>27%</td>
</tr>
</tbody>
</table>

**Total Revenue:** $202,519

#### Total Expenses

<table>
<thead>
<tr>
<th></th>
<th>Moneythink</th>
<th>% of Total Expenses</th>
<th>Industry Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>$107,358</td>
<td>65%</td>
<td>77%</td>
</tr>
<tr>
<td>Administrative</td>
<td>$57,198</td>
<td>35%</td>
<td>23%</td>
</tr>
</tbody>
</table>

**Total Expenses:** $164,556
impACT

appeal to supporters / sponsors
invest in the future - change a student’s life today
To help its students build financial prosperity, Moneythink must itself prosper. Contributions of work, wisdom, and wealth make our work possible and build strong foundations for future growth.

- **$50,000:** Provide intensive leadership training to our entire college volunteer network at our Leadership Institute.
- **$10,000:** Help a new chapter achieve self-sustaining growth.
- **$5,000:** Provide a year of financial coaching and college mentorship to a group of 50 students for a year.
- **$1,000:** Give 10 students financial coaching and college mentorship for a full year.

contact:
For more information, contact Ted Gonder, Chief Executive Officer, at tgonder@moneythink.org.

Want to get involved in Moneythink as a college volunteer?
Our volunteers change lives in campus-communities nationwide. To start or join a chapter, please email info@moneythink.org.

Want to bring Moneythink to your classroom?
School administrators and teachers host our program in communities across the country. Contact our Chief Operating Officer, Joe Duran, at jduran@moneythink.org.

Want to get involved and join the movement in other ways?
Learn more and reach out at our website: www.moneythink.org.
we’re so grateful to our founding supporters who made our work possible in our first year of centralized operations!

$50,000+
• Blackstone Charitable Foundation

$25,000+
• Chase Community Giving
• State Farm Neighborhood Assist

$10,000+
• John E. and Jeanne T. Hughes Foundation
• Lefkofsky Foundation
• Chicago Booth Polsky Center

$5,000+
• ContextMedia
• Ariel Investments
• Nielsen and Company
• The Blue Cow Foundation
• Mullen Family Foundation

$1,000+
• The University of Chicago Booth School of Business Polsky Center for Entrepreneurship and Innovation
• Beach Business Bank
• Constantine Charitable Family Fund
• PrintUSB
• Mayer and Morris Kaplan Family Foundation