



Financial Literacy Programs

Georgia Secretary of State Brad
Raffensperger



Financial Literacy Programs

- Administered through the Securities and Charities Division
- **Purpose:** to increase investor and donor education, provide resources and support for small businesses
- Administers 5 different financial literacy programs



She Leads

- First program created in 2019
- Designed to educate women on investments and investing wisely, and to empower them to start a business



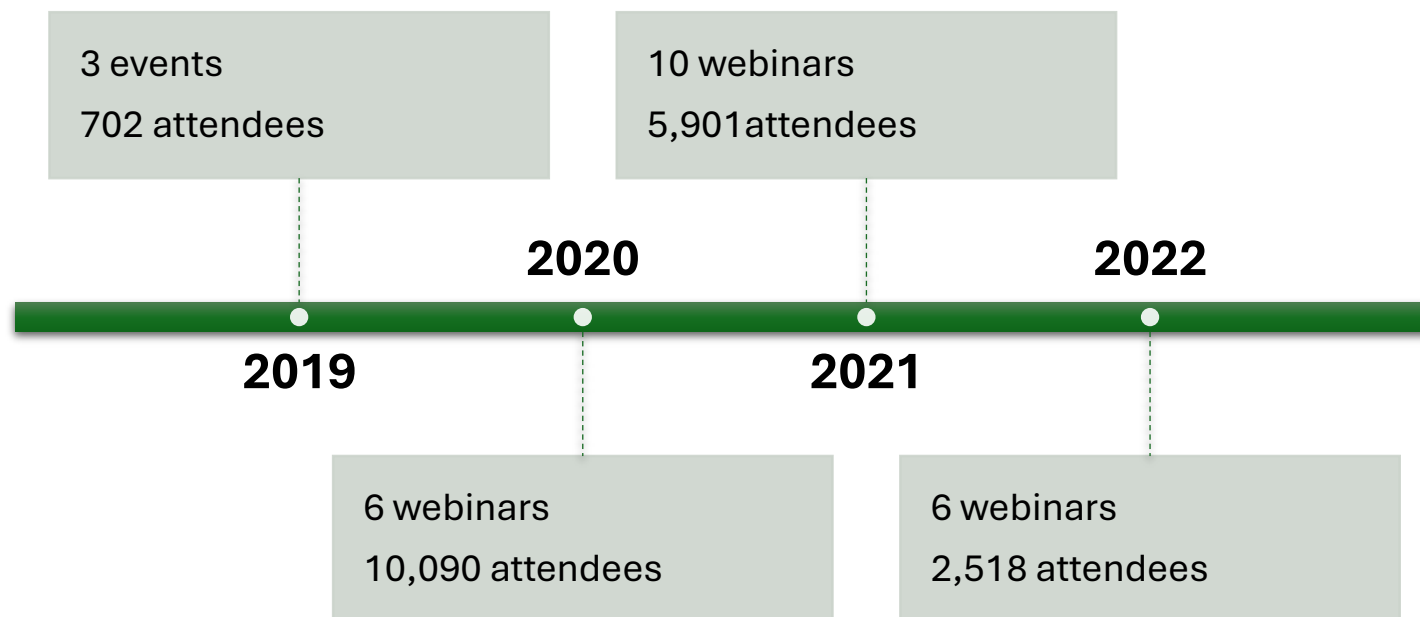
**SHE
LEADS**





**SHE
LEADS**

She Leads By the Numbers



She Leads By the Numbers



In total
From 2019-2022

19,211
attendees

25 events
3 live
22 webinars

SHE
LEADS

FIN FIT

- Launched in 2023
- Supports Georgia small businesses and entrepreneurs to help them overcome common barriers to achieve financial wellness
- Live in-person events and livestreams
- Partner with leaders from the financial sector, government and private sectors, and local communities
- Programs feature Georgia speakers, panelists, and session facilitators, interactive exercises, and facilitated group discussions.



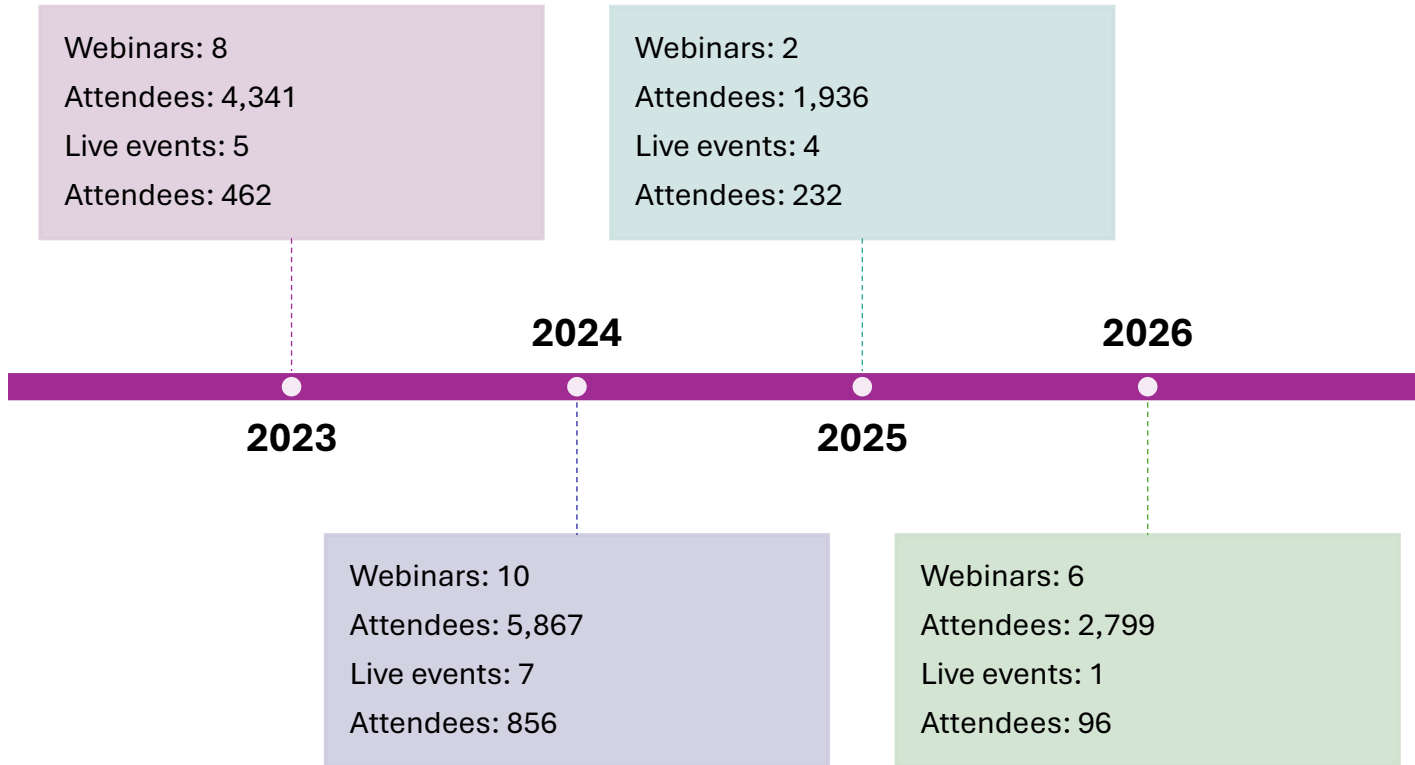


FINFIT
Financially Fit



FIN FIT

By the numbers



FIN FIT

By the Numbers



In total
Since 2023

16,589
attendees

43 events
17 live
26 webinars

Money Talks

- Launched in 2022
- Geared towards middle and high school students
- Features a panel of Georgia speakers from various financial sectors to educate students on practical money skills including budgeting, saving and investing, maximizing income, credit and loans, minimizing college costs, and starting a small business



Money Talks



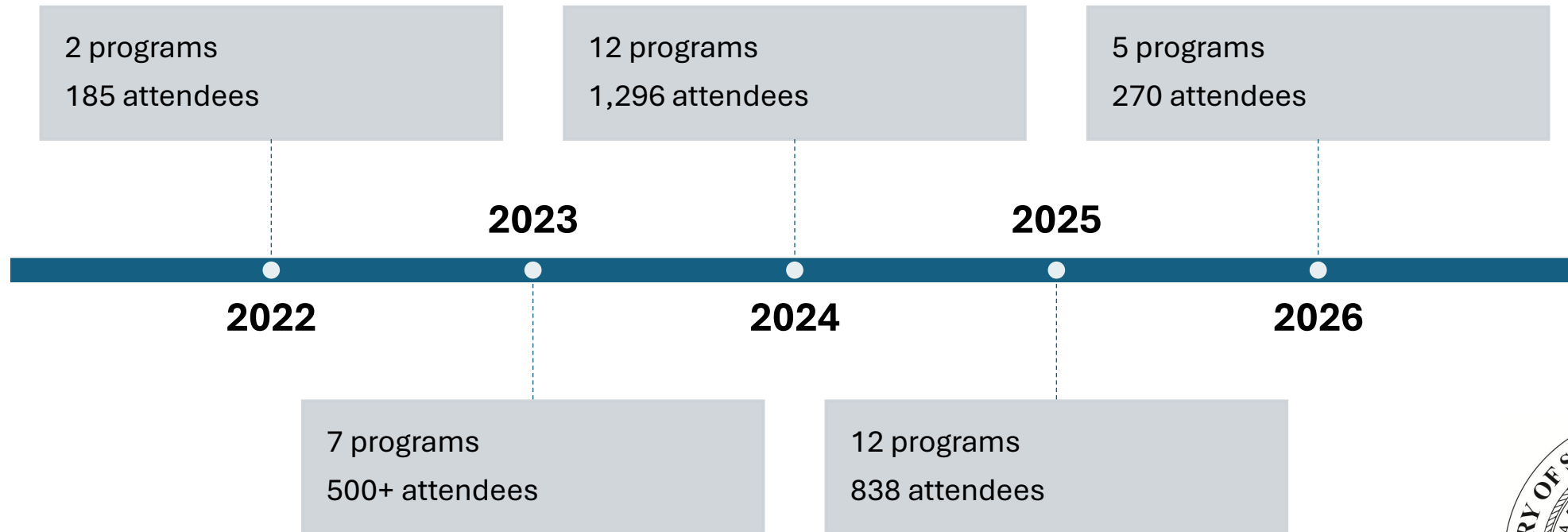
Money Talks

- In FY 2025, program was extended to incarcerated persons.
- Worked with correction agencies to have Money Talks financial education as part of re-entry planning



Money Talks

By the Numbers



Money Talks By the Numbers



In total:
Since 2022

3,089
participants

38
programs





Funding the Future

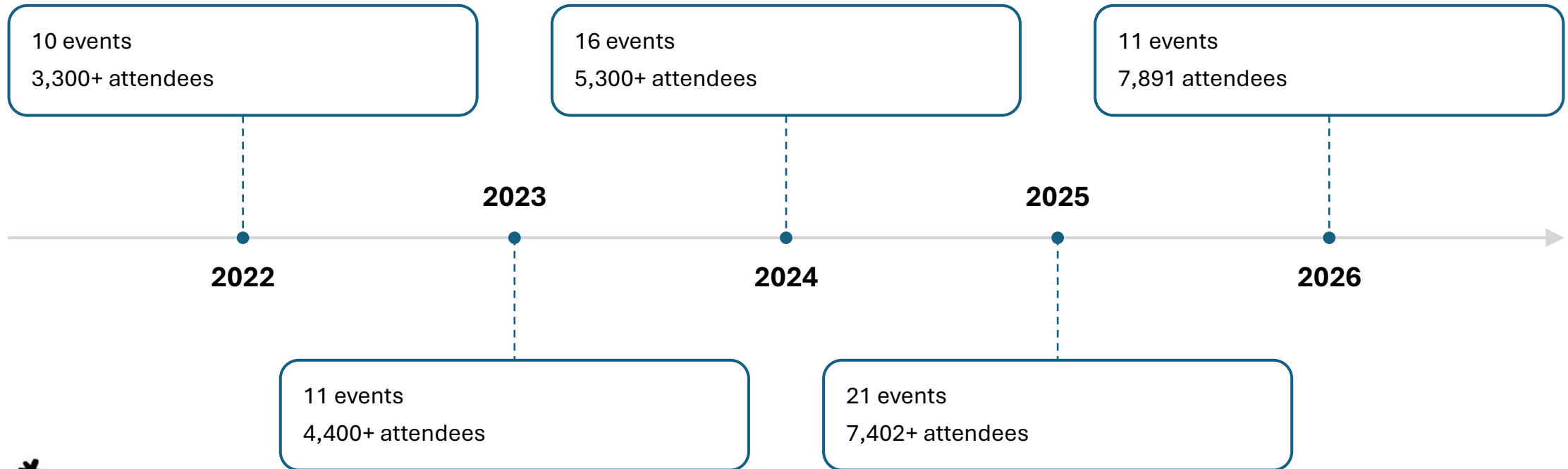
- For middle and high school students
- Partnership with Funding the Future, a nonprofit focused on promoting financial literacy in schools
- Launched in 2022
- The students learned about financial literacy with a live musical performance coupled with a multi-media presentation and a dialogue around financial literacy between students and the musician





Funding the Future

By the numbers



Funding the Future

By the Numbers



In total

Since 2022

69 events

28,293+
attendees



Savvy Senior

- Launched in 2024
- For seniors
- Savvy Senior is a live event led by a moderator and Georgia speakers from various financial sectors and enforcement agencies to educate seniors on the essential strategies for retirement planning and fraud prevention.

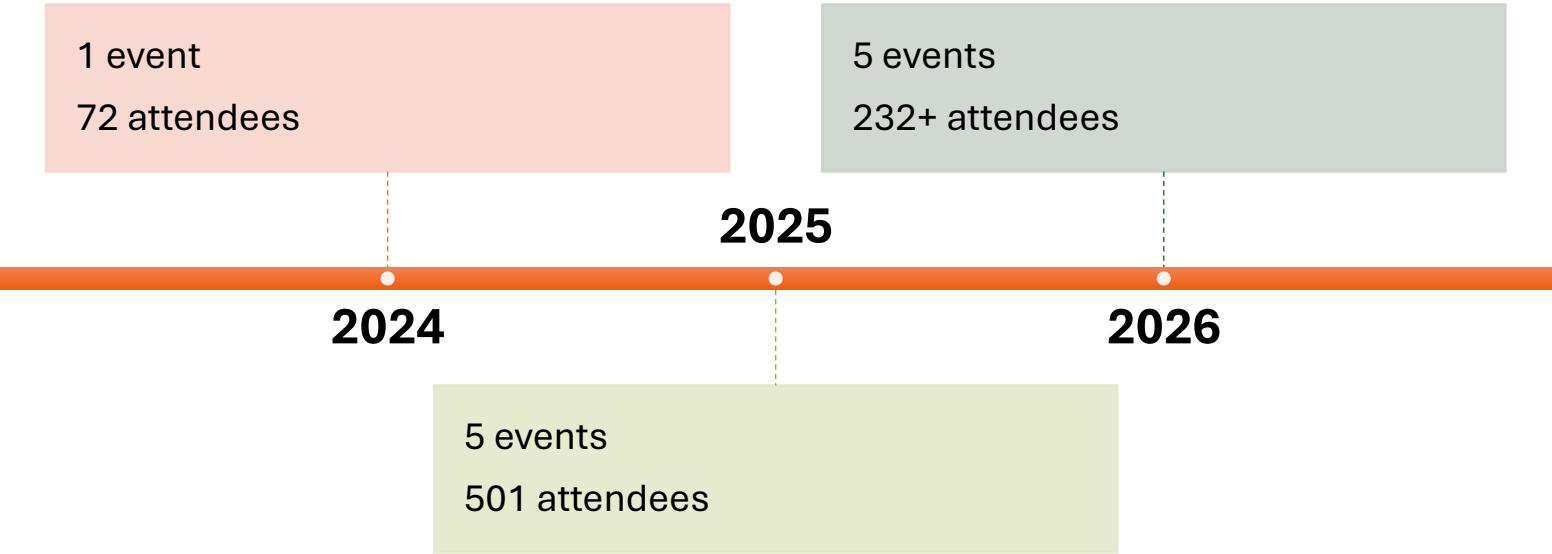


Savvy SENIOR



Savvy Senior

By the Numbers



Savvy Senior

By the Numbers



In total
Since 2024

11 events

805
attendees



Financial Literacy Programs



191
programs

68,037
attendees

Questions?

