

20
23

ANNUAL
REPORT

FINANCIAL
FREEDOM
PROJECT

BIRMINGHAM, AL





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WELCOME!

We're extremely excited to share the impactful, tangible change the IMC Financial Freedom Project is making, which you will see in our Annual Report, by teaching the next wave of leaders in Birmingham about smart money management and empowerment through hands-on financial education.

Working closely with our local schools, we're not just showing young people how to be wise with their finances but also planting seeds for a bright future where Birmingham thrives under the guidance of leaders who learned **solid financial smarts in our classrooms.**

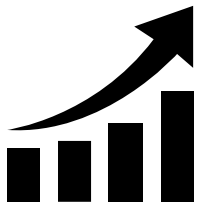
Your everlasting support has been crucial in this game-changing journey, fueling a movement that's shaping a future where our community does well, all thanks to sound financial understanding and strong leadership, building a financially healthy Birmingham.

Respectfully,
Isaac M. Cooper

WINS AND HIGHLIGHTS



FFP WINS AND HIGHLIGHTS



54%

**Average
increase in
middle school
scores**

12%

**Average
increase in high
school scores**



227

**Total hours of
in-person
instruction**

487

**Total number of
students
educated**

350

**Total amount
of workshop
participants**



\$465k

**Student Loans will be
forgiven due to the
workshop via (Public Service
Loan Forgiveness)**

2

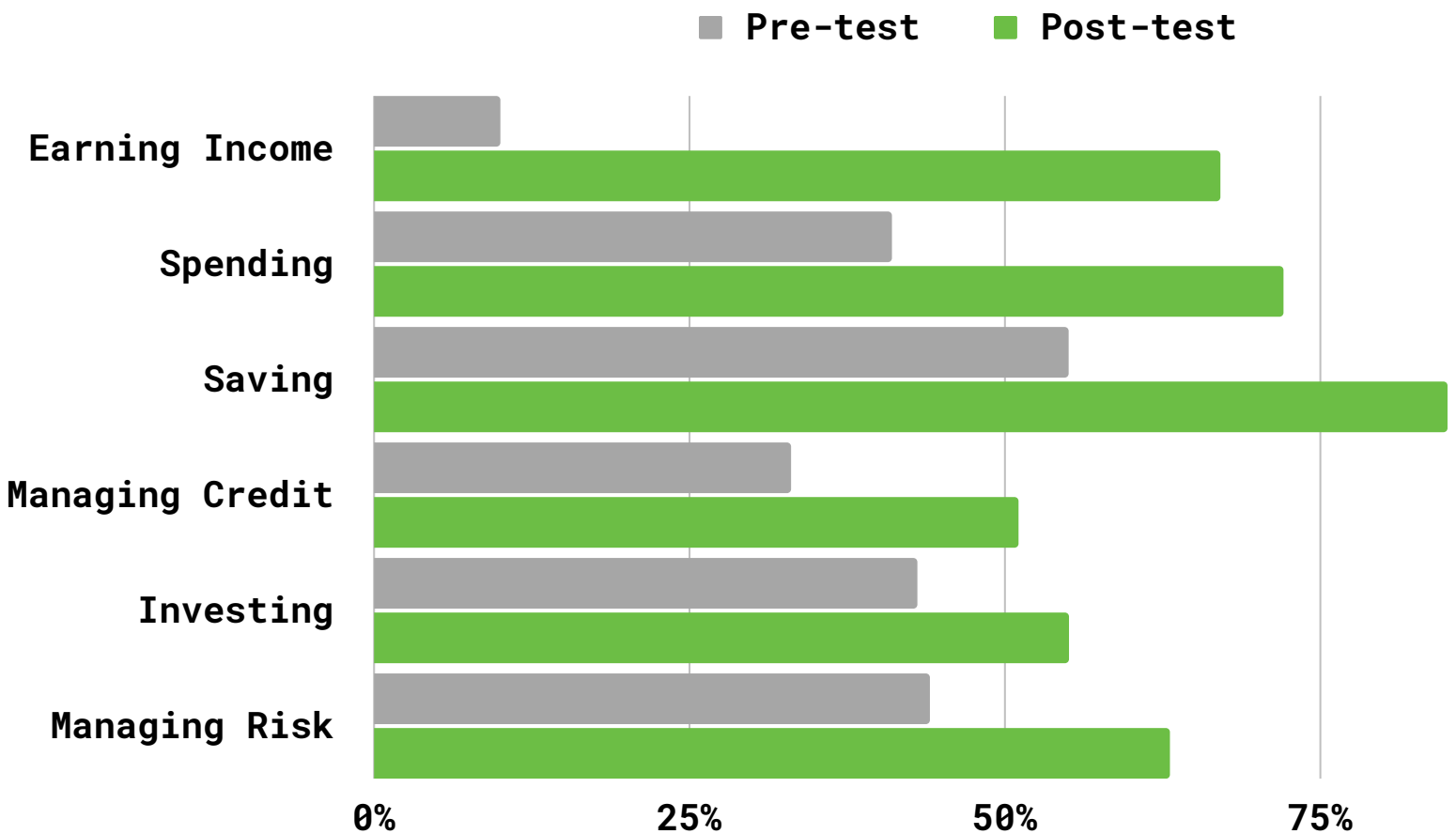
**HS Seniors will have a
national certification
CFEI by year end 2023**

FINANCIAL FREEDOM PROJECT

EFFICACY REPORT



MIDDLE SCHOOL EFFICACY REPORT



175

number of students taught during in-person instruction.

54%

average increase in test scores for two samples.

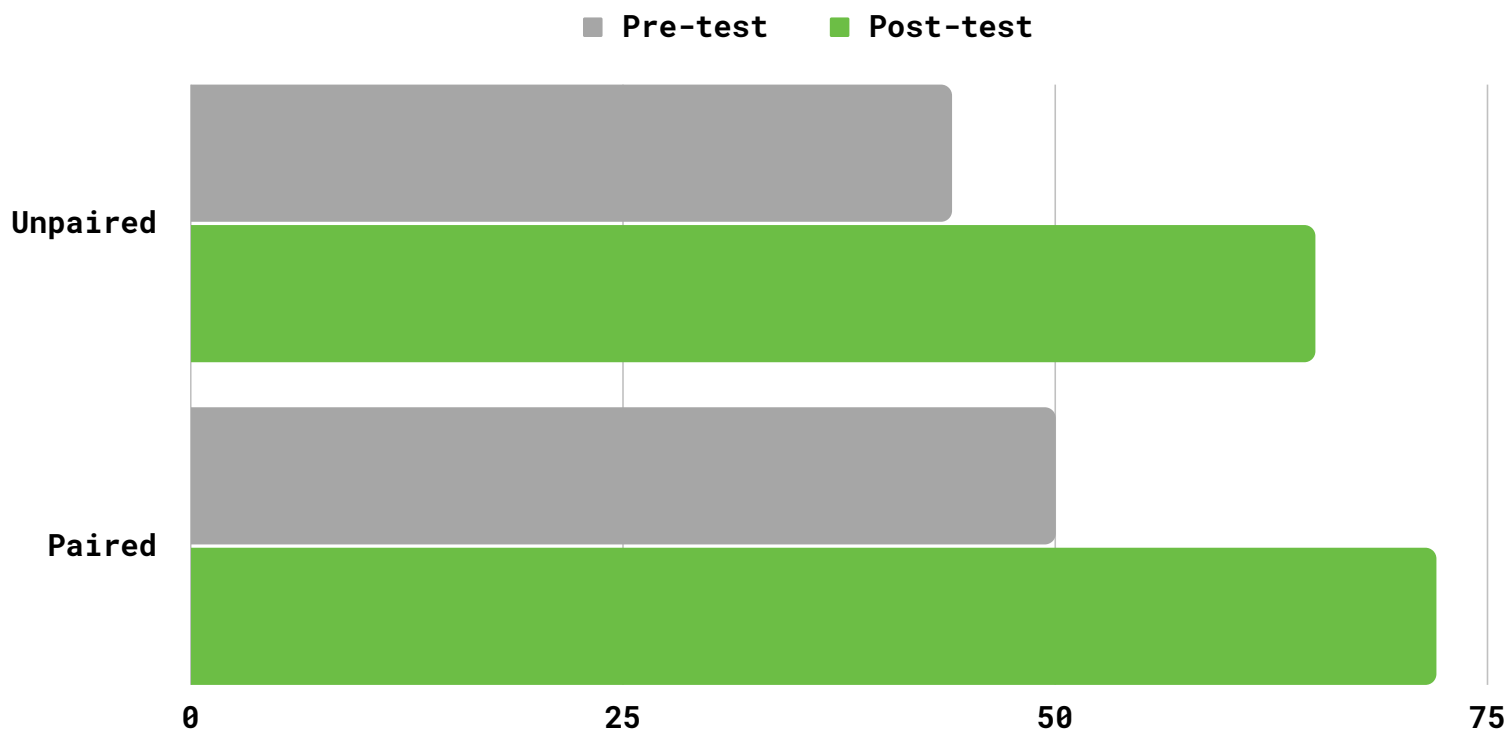
44%

average increase in test scores for paired samples.

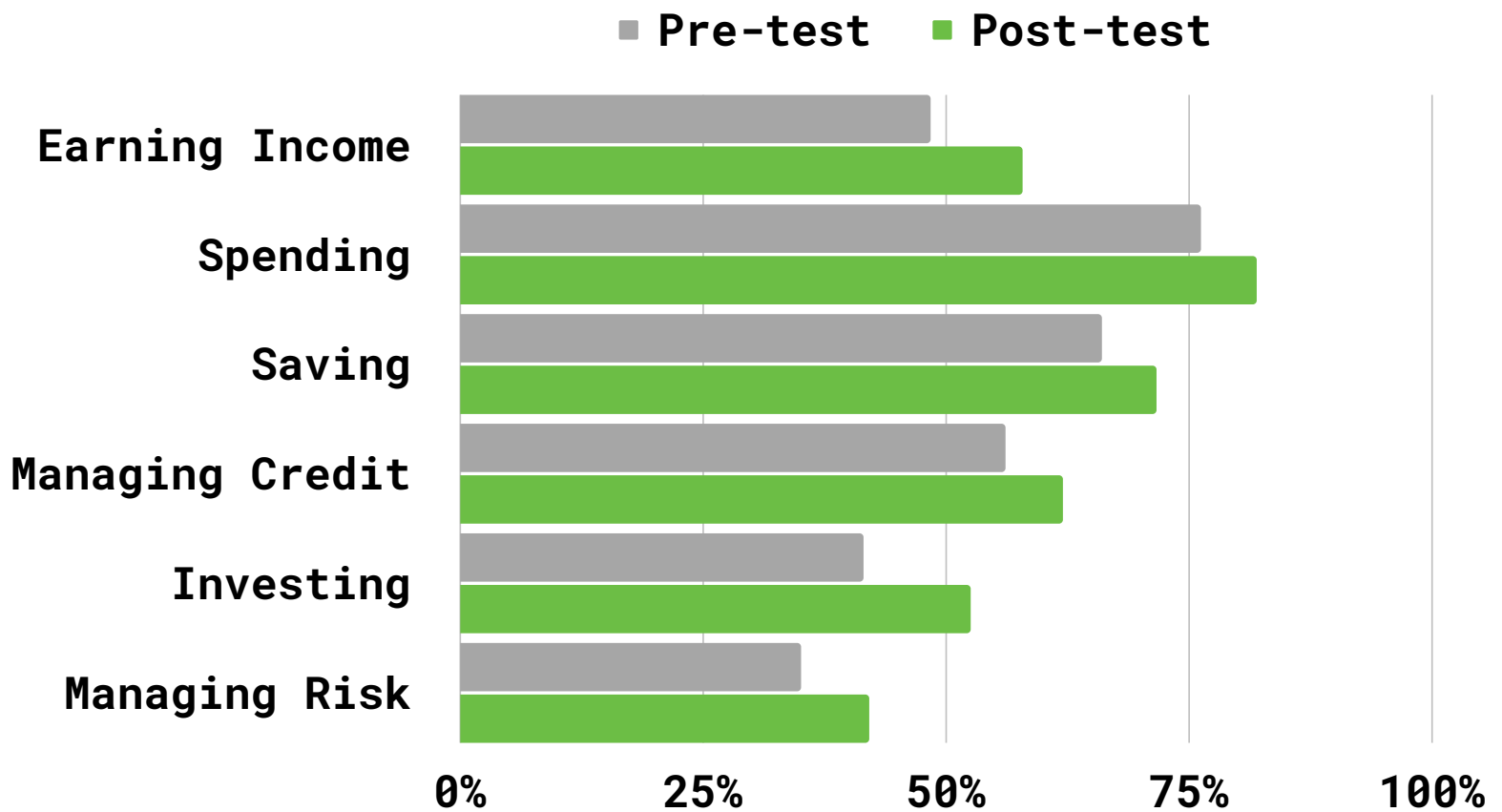
MIDDLE SCHOOL EFFICACY REPORT

As not all the students were present for both pre-and post-tests, we tested the average scores for paired* and unpaired samples to see if there was a significant improvement after going through the Financial Freedom Project.

In both cases, the average test score does show an increase of ~20% and is statistically significant at the 0.01 level.



HIGH SCHOOL EFFICACY REPORT



189

number of students taught during in-person instruction.

12%

average increase in test scores for two samples.

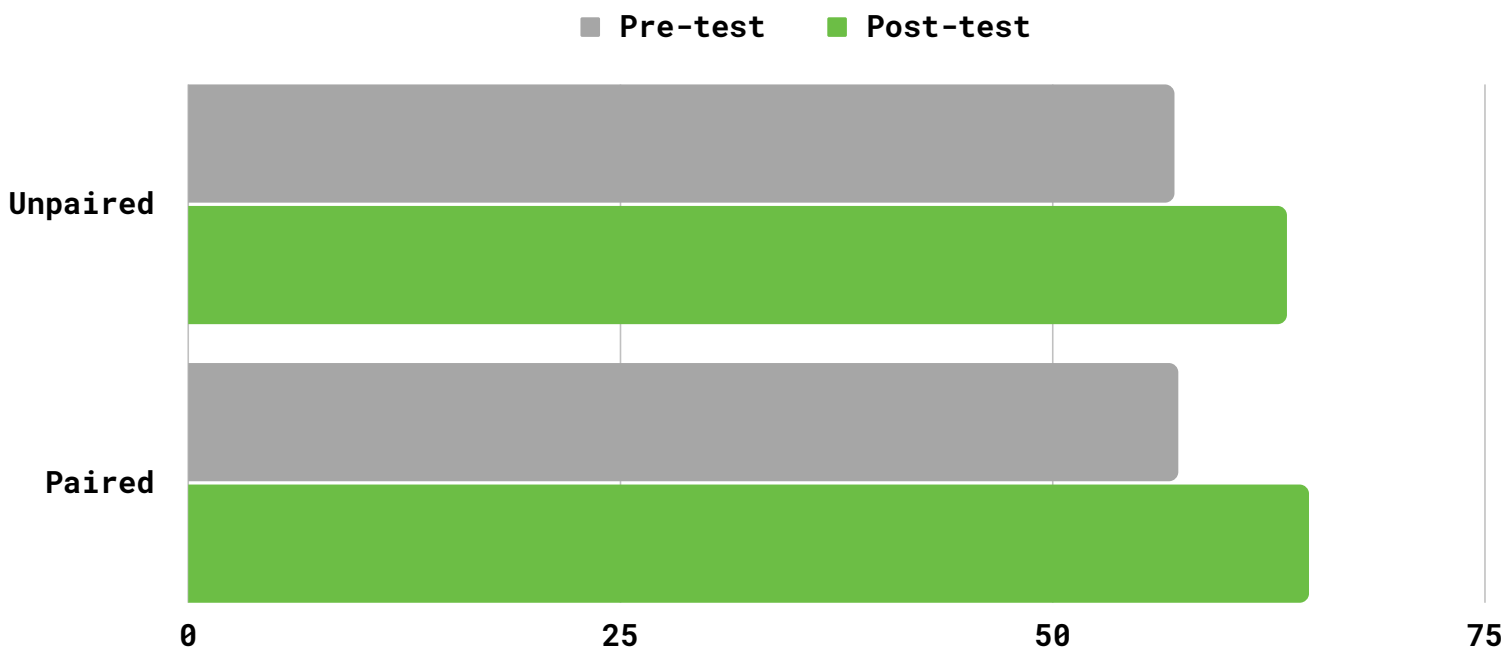
13%

average increase in test scores for paired samples.

HIGH SCHOOL EFFICACY REPORT

As not all the students were present for both pre-and post-tests, we tested the average scores for paired* and unpaired samples to see if there was a significant improvement after going through the Financial Freedom Project.

In both cases, the average test score does show an increase of ~7% and is statistically significant at the 0.01 level.



STUDENT FEEDBACK

“This class is a great way to develop the right mindset to help break generational curses.”

“I really enjoyed this class, the fact we talked about real life scenarios is what kept me interested. I see why it’s important to be confident with Math.”

“I’ve learned not only how to make money, but also ways to save money, and build money to the future.”

“The Financial Freedom Project has shown me that there’s a better way to live.”

“This class has opened my mind to things that I didn’t I didn’t think I would take interest in such as real estate.”

“The Financial Freedom Project gives students an outlook on how they’ll have to deal with their financials moving further into life.”

FACULTY/STAFF FEEDBACK

“Isaac Cooper and the Financial Freedom Project team have been instrumental in giving our Birmingham City students an opportunity to learn and develop a plan to be financially free in their future!” Our students are getting generational financial knowledge from one of the best in the business!”

“The financial literacy program was informative and well received. I loved the student engagement and guest speakers. The students had positive feedback and learned a great deal.”



PARENTS/CARETAKERS FEEDBACK

"I appreciate the work you all are doing with the kids and adults. The workshops have been very helpful and informative!"

"This program has allowed me to talk about money with my children more often because they understand more about what it takes to be a financially responsible adult"

"I really wish I had something like this when I was in school, this is a big deal."

"This information allows our kids to be proactive instead of reactive when it comes to making financial decisions."

"My kids told me that they couldn't miss the financial empowerment fair, and I need to be there as well."

CLASSROOM EXPERIENCE



LESSON SLIDES

We utilize Nearpod as an interactive tool to teach the students financial literacy in a fun and engaging way.

Below is an example of how it is presented to the students.

Students with computers/tablets can access the lesson live and answer questions and interact with the material in real time.

Financial Freedom Project
Middle School Course

CREDIT SCORE SCOREBOARD



TRUST

To believe that someone is good and honest and will not harm you, or that something is safe and reliable.

QUALITY

The standard of something as measured against other things of a similar kind; the degree of excellence of something.

Lesson: 4.4 Credit Scores

1/20



Lesson: 4.4 Credit Scores

6/20



WHO IS YOUR FAVORITE NBA PLAYER?



WHAT'S A CREDIT SCORE

In our earlier activity, you had to decide whether you could trust someone to borrow your favorite jersey. Well, grown-ups face a similar situation when they need to borrow money. They have to prove they can be trusted to pay it back.

In the video, we'll learn how this is done using "credit scores." After watching, you'll answer some questions. Let's jump in and discover this important financial concept!



Lesson: 4.4 Credit Scores

2/20



Lesson: 4.4 Credit Scores

7/20



LESSON GUIDE

Our instructors are equipped with a plethora of materials to support them in the classroom.

Below is an example of the lesson guide that corresponds with the lesson above.



LESSON GUIDE

Middle School

Unit
Credit

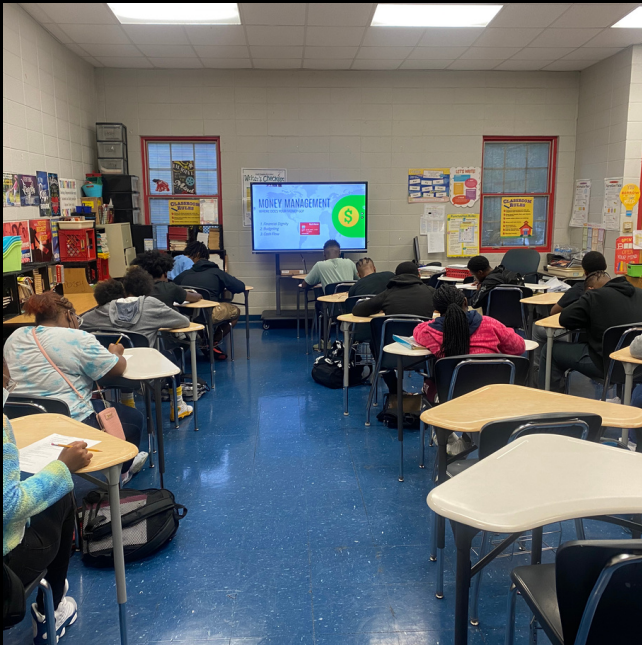
Lesson
4.4 Credit Scores

Activity	Notes	Est. Time
INTRO	<p>Who Would You Lend Your Favorite Jersey?</p> <ul style="list-style-type: none">Start with asking the students who their favorite NBA player is? <p>It's the night before you and your 3 friends are planning to go to an NBA basketball game. Unfortunately, you get super sick and can't make it, but you still want your friends to enjoy the game and you offer to let one of them borrow your favorite jersey.</p> <p>Read each friend's description. Then, select which friend you would choose and explain why.</p> <ul style="list-style-type: none">Alex: He loves borrowing friends' hats but has a bad habit of losing them sometimes.Britney: She has borrowed your school sweatshirt a couple of times and returns it washed but with food stains.Chuck: You've lent him clothes quite a few times, and he always returns them in great condition.	7 min
LESSON SLIDE	<p>Trust and Quality</p> <p>Explain the definitions of Trust and Quality.</p> <ul style="list-style-type: none">Trust: To believe that someone is good and honest and will not harm you, or that something is safe and reliable.Quality: The standard of something as measured against other things of a similar kind; the degree of excellence of something.	5 mins

HOW WE TRAIN

WE START EARLY

Our classes teach financial concepts to elementary, middle, and high school students.



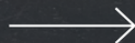
As we continue to work in the classroom with our partners, we understand the importance of having a robust comprehensive onboarding and training process that consists of 3 separate but interconnected modules:

- **Connection (Student Engagement)**
- **Content (Financial Concepts)**
- **Classroom Management**

Our team of proficient professionals are dedicated to upholding high standards and ensuring every member is well-nurtured through each stage of their development to ensure the students receive a grade-A experience.

As we continue to move forward, we remain committed to improving our training protocols and exceeding industry benchmarks to drive our organizational success and take our program proficiency to new heights.

We are the first financial literacy program in America to couple grade-appropriate and culturally relevant education with practical tools.



NEW FINANCIAL LITERACY



STATE STANDARDS





NEWSROOM

- PRESS RELEASES
- STATEMENTS
- EXECUTIVE ORDERS
- STATE OF EMERGENCY
- PROCLAMATIONS
- FLAG STATUS
- FLAG MEMOS
- REWARDS
- MEDIA
- NEWSLETTER
- PRESS KIT

Governor Ivey Signs Numeracy Act into Law, Strengthening Alabama's Focus on Reading and Math

APRIL 5, 2022 | STATEMENTS



MONTGOMERY – Governor Kay Ivey on Tuesday signed Senate Bill 171, the Alabama Numeracy Act, into law. The Numeracy Act, sponsored by Sen. Arthur Orr (R – SD3) and Rep. Alan Baker (R – HD66), is a strategic approach to improving mathematics achievement. In 2019, Governor Ivey and the State Board of Education eliminated Common Core from Alabama's mathematics standards, and with the governor's signature, this legislation eradicates these standards once and for all. Upon signing SB171, Governor Ivey issued the following statement:

"Literacy and numeracy are the blocking and tackling of education, plain and simple. For our students to have positive educational outcomes and to have success later in life, we must ensure proficiency in both reading and math is achieved. That is why, here in Alabama, we are focusing on what matters, and that is core instruction – not any of the other nonsense. Alabama parents wholeheartedly agree with that.



New Alabama law will require students to complete financial literacy course





ALABAMA HB164: HIGH SCHOOL FINANCIAL LITERACY


20 BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:


21 Section 1. (a) Beginning with public school students
22 entering ninth grade in the 2024-2025 school year, each
23 student shall complete a course in personal financial literacy
24 and money management before graduation from high school. This
25 instruction shall include discussion of or instruction in all
26 of the following:


27 (1) Types of bank accounts offered, opening and 
28 managing a bank account, and assessing the quality of services
29 provided by a depository institution. 


30 (2) Balancing a checking account. 


31 (3) Basic principles of money management including, but 
32 not limited to, spending, credit, credit scores, and managing
33 debt, including retail and credit card debt.


34 (4) Evaluating types of loans. 

35 (5) Basic principles of personal insurance policies. 

36 (6) Understanding percentages as relating to taxation. 

37 (7) Computing interest rates by various mechanisms. 

38 (8) Simple contracts. 

39 (9) Types of savings and investments. 

40 (b) (1) Before June 30, 2024, and in accordance with
41 Section 16-35-4, Code of Alabama 1975, the State Department of
42 Education shall identify approved financial literacy courses
43 that may fulfill one unit of academic credit for any
44 mathematics course for high school graduation.

**IMC FINANCIAL FREEDOM PROJECT
SATISFIES ALL REQUIREMENTS**

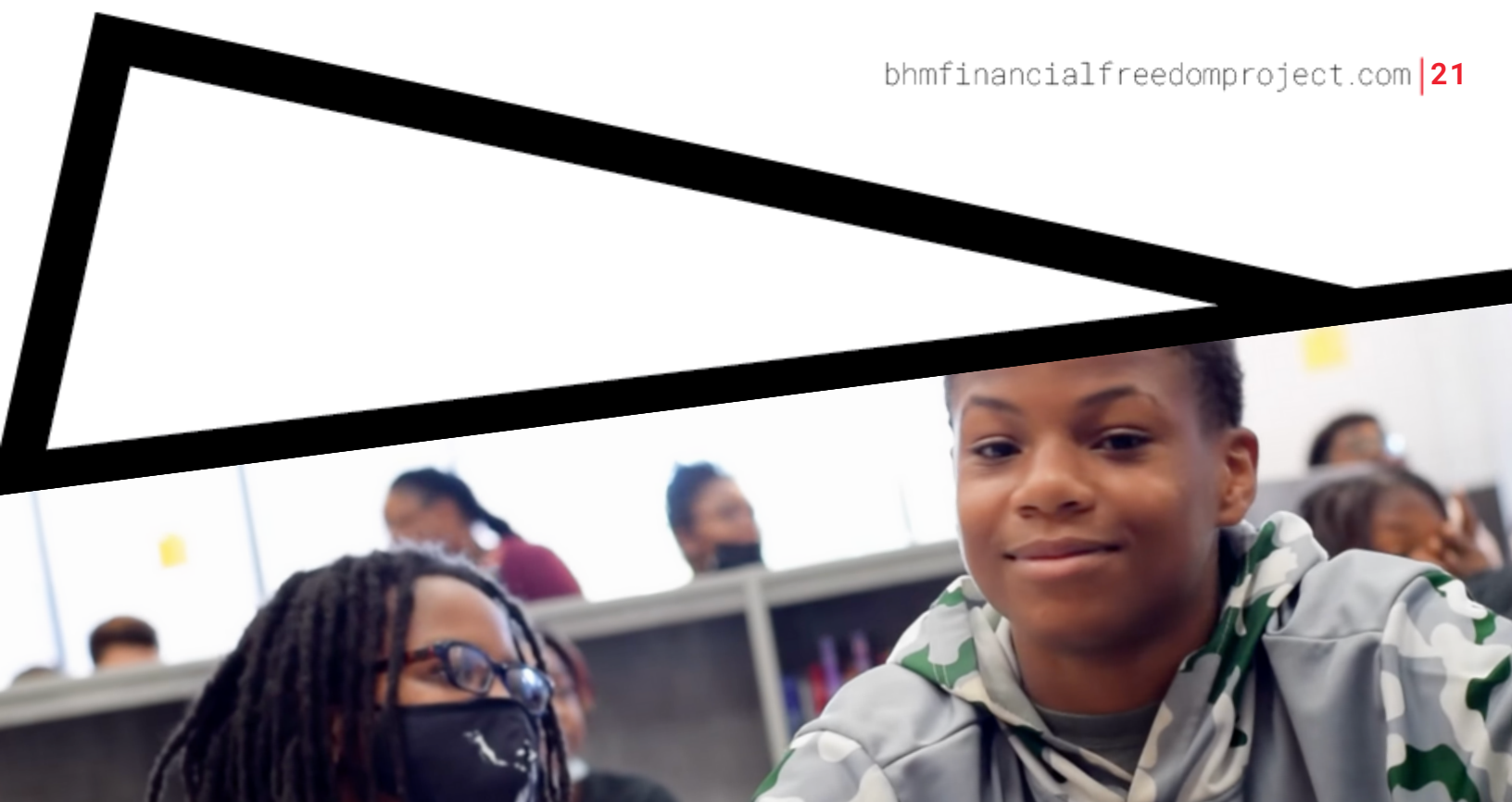


STATE STANDARDS

The IMC Financial Freedom Project team has proactively established a financial literacy program, meticulously crafted to address stipulations of the recently enacted law that mandates personal financial literacy and money management course completion for public high school students prior to graduation. Furthermore, we have aligned our concepts and curriculum to address the Numeracy act for K-5 students and math standards for middle school participants.

By deploying a curriculum that is both engaging and empirically driven, our program aims to empower students with vital skills and knowledge necessary to navigate their financial futures adeptly, thereby complying with, and enthusiastically supporting, the educational objectives outlined in the new legal framework.

Our team is dedicated to enhancing financial acumen among our youth, ensuring they are equipped with the essential tools to make informed and prudent financial decisions throughout their lives, in alignment with our commitment to fostering a financially savvy and self-sufficient generation.





We deeply appreciate Regions Bank for their invaluable participation in the IMC Financial Freedom Project, contributing not only financial resources but also the immense expertise of their dedicated staff.

Their committed staff and volunteers have played a pivotal role in addressing the financial literacy gap in education across Alabama, empowering individuals with the essential knowledge to navigate their financial futures.

Our collaborative efforts have not only created an immediate impact but also laid a sturdy foundation for sustainable financial empowerment and well-being for generations to come.



NEXT STEPS



The IMC Financial Freedom Project is on a big mission to help more people by expanding our reach, aiming to work in three times as many schools as we do now.

We're not just growing, we're also taking a good, hard look at our lessons and materials to make sure they're top-notch and getting the best possible results for kids and adults alike.

We're rolling up our sleeves to build stronger foundations and make sure more individuals have access to the financial know-how they need, paving a smoother road for everyone toward smarter money moves and a more secure future.

Be sure to follow our pages to stay up to date! #planning



FOLLOW THE IMC FFP!