

Annual Report | 2014

For the Fiscal Year Ended October 31, 2014



JONATHAN D. ROSEN FAMILY
FOUNDATION

<http://www.rosenfoundation.org>

<http://www.wealthyhabits.org>

Message from our Founding Trustee

The Jonathan D. Rosen Family Foundation received its 501(c)(3) status in 2009—its focus to “*create a mindset of financial responsibility and economic security for all members of the community, particularly children and young adults.*”

After much development, we launched the Wealthy Habits program in 2012. Wealthy Habits is not only impactful, but it changes the way our students see their financial future. As 2013 came to a close, we looked back on an amazing year—a year of growth, expansion and development—and a year that was hard to top. We taught more than 180 students and were excited by the organization’s progress. This fiscal year, we grew well beyond our expectations. Our 2014 plan included the instruction of 400 students, more than double the previous year. By fiscal year end, we instructed more than 550 students, 37% above our plan and more than triple 2013 actual results.

Under the excellent leadership of Executive Director Tracy Tanner, the organization continues to grow and flourish. She and her staff continue to drive consistent results well in excess of expectations. As one of the fastest growing not-for-profit organizations focused on financial literacy for youth, our Trustees and staff work tirelessly to ensure that the program delivered to our students does more than provide information. It is our goal to change the mindset of our students and to empower them to embrace the road to their own financial success.

There will always be funding challenges, but we have been fortunate to have generous sponsors that provide us with classroom space, professional services and financial support. We have also been able to reallocate much of our marketing budget due to our students’ families spreading the word to their friends and relatives. I am pleased to report that more than 58% of our students come from referrals, and our student/parent satisfaction rates are in excess of 96%.

Unlike many charitable organizations, the Foundation is run like a business—only with a social purpose. Despite our growth, we have not drifted from our asset and labor light business approach. We have remained dedicated to controlling cost per student and truly maximizing impact per dollar spent, without regard to appearances or outside pressures.

On behalf of everyone here at the JDRFF, I would like to thank all of our donors, sponsors, volunteers, and community advocates for your generosity and commitment. We are looking forward to another great year in 2015.

Thank you for your interest and commitment,



Jonathan D. Rosen



Jonathan D. Rosen
Founding Trustee

Mission

The Jonathan D. Rosen Family Foundation (JDRFF) has developed the Wealthy Habits program to provide the knowledge and tools needed to help create a lifetime of “Wealthy Habits”. This aids in furthering the mission of the JDRFF to empower children and adults across the socioeconomic spectrum with the knowledge and skills essential for successful financial decision-making.

Program Highlights

Wealthy Habits programs provide a solid foundation and focus on changing the way students think about their financial future. Consisting of twelve hours of instruction over a two-day period, students are enveloped in the



world of financial education. Our engaging instructors teach concepts through hands-on application.

The result: Mindset changing educational focus.

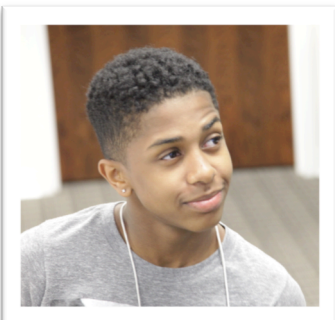
By beginning the day with a game that teaches planning, strategy,

scarcity, and competition (musical chairs) and continuing with interactive activities, students feel at ease and excited to learn more. Small class sizes of eighteen ensure that students are engaged and keeping up with the entire program.

We are extremely proud to be a part of something so important and impactful. Please join us in making 2015 an even better year. Our goal is to double the number of students that participate in our programs as well as to introduce additional programs that will allow students to participate in a continuation of our enormously well received “Basics 101” program.

Student Spotlight

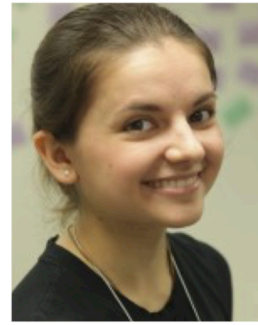
Our classes teach students to view personal finance similarly to the way a responsible, wealthy adult would view the creation of assets and the management of money. When dealing with money, to “put off till tomorrow” is



terrible advice. Pryce Watkins, age 16, participated in the Wealthy Habits program in June of 2014. Currently employed in the music and film industry, he knew he would need to start thinking about his financial choices sooner than most kids his age. The Wealthy Habits program “changed my approach on saving and spending money.” He now realizes “how important investment accounts are” and that spending foolishly will cost him a great deal down

the road. Pryce has a bright future ahead of him and now has many of the tools he will need to make smarter financial choices, starting before it’s too late.

Student Spotlight



Meg Withers, a Wealthy Habit’s student and volunteer, attended the Basics 101 class in 2013. Since then she

has put a lot of the lessons taught in the program into practice. She has successfully opened a mutual fund account and is regularly investing in her future. From an early age Meg has wanted to be a marine biologist. However, she was fearful that she would struggle financially throughout her life because, like many research-based jobs, the pay is modest. Throughout the investing portion of the program, Meg asked endless questions about the Rule of 72 and the concept of diversification, which she believed together, given her self-discipline, would provide her with future financial security. Meg not only learned new financial concepts, but she also changed the way she thought about and approached money.

Learn more about Meg in our video spotlight on her experience:

<http://wealthyhabs.org/student-spotlight/>

Program Impacts

2014 has been a banner year for the JDRFF and the Wealthy Habits program as we continue to empower individuals with the knowledge and skills necessary for their future financial well-being.

People today live in a world full of technology. Most think that if we sit our children in front of a computer game that teaches financial literacy, the student will not only participate, but will ultimately learn what they need to know. We, however, have found this to not be the case. In 2013, we offered an online game called Money Island that was sponsored through a local bank to our students. Of the twenty-five parents that requested the information, only five students logged on and none of them completed the program.



"Grace is thrilled you've decided to offer a follow up. No other session captured her interest like yours. She has left disappointed from 2 other organizations. One we actually left in the middle!"

-Melanie Jackson, parent

We believe strongly in the importance of teaching through activity. The effect of this approach is that our students' mentality, and as a result their behavior with regard to money, changes. Students' minds become open to possibilities they previously didn't know existed. Syndi Rambo, age 18 remarked, "I will consider investing now. I didn't know of ways to allow my money to grow and now I have insight on that." Our classes teach students how to spend money wisely and invest in assets. It is a message they take to heart: "If I received money before, I would have spent it on video games, but now I will buy assets and get more money," said

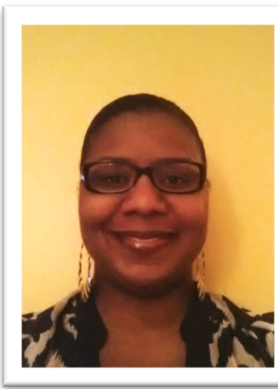
Henry Sanchez, age 14. Many others who have taken our classes now aspire to be entrepreneurs and investors, and echo his sentiments.

Despite the games and activities, the real proof is in the numbers. Student enrollment grew from 180 the previous fiscal year to 550—a rate of program growth rare even among the nation's fastest growing charities—and the fastest growing financial mindset-focused financial education non-profit in the United States. We outpaced 90% of the charities on Charity Navigator's "Top Ten Charities Expanding in a Hurry List". We couldn't have reached these numbers, without our dedicated team, referrals from parents, organizations, and students, and the significant support of our Trustees and our small list of dedicated and active donors and supporters.

Michelle Stubbs

None of this would have been possible without the dedication of our excellent team. This year, we were pleased to welcome Michelle Stubbs to the organization. She has 16 plus years experience as an accountant in the corporate world, which she has used

to augment program development. She is currently pursuing her Master of Arts in Teaching with a concentration in Business Education from the University of West Georgia. Our students have benefited enormously from her passion for education and real world wisdom.



"My kids just LOVED this class and are asking if they can come back for more. My son spends time each day watching stock market reports."

-Maudeline Linsey, parent

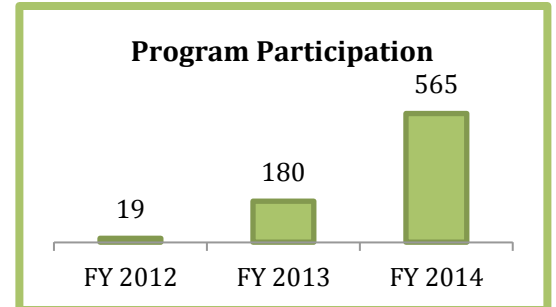
"My daughter and her friend really enjoyed the program! Teens don't get excited about much, but they were smiling from ear to ear when I picked them up. Thank you so much for this opportunity."

-Sheila Cannon, parent

Financial Information

The Jonathan D. Rosen Family Foundation is dedicated to optimizing each and every asset to achieve a broader impact in our community. Based on the 565 students that participated in our two-day program and an analysis of “direct program expenses” the cost per student in 2013-2014 fiscal year was under \$150 per student or less than \$14 per hour of delivered content—less than half the hourly cost of providing education in a public school setting¹

Through efficiency, cost control, and efficient resource utilization, the organization has managed to leverage its resources to effectuate significant impact. This was a year for growth and development both in curriculum expansion and organizational networking. The addition of our new website and streamlined registration process has aided our staff in efficiently managing programs and enrollments. Using existing staff and volunteers, familiar with our content and program layout, we were able to develop incremental programs that will keep students returning and reinforce the “Wealthy Habits” they have begun to develop. Crucial volunteer hours and in-kind contributions have been instrumental in our success, enabling us to become among the fastest growing private foundations dedicated to personal financial literacy in the country.



Our 2013-2014 Corporate Sponsors

Click logos for more information.

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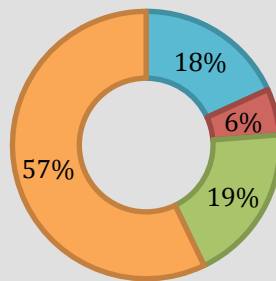
Our 2013-2014 Individual Platinum Sponsors

Andy Trotti, MD
David Rosenthal, MD
Gary & Katherine Roth
Ginger Gallagher & Barry Gilbert
Richard & Harriet Cooper
Ken & Debbie Merten

Financial Summary

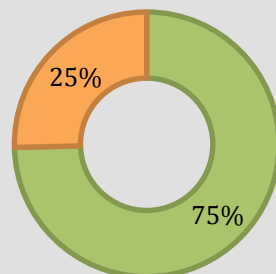
Fiscal Year October 31, 2014
Unaudited

Note: In-kind calculations include only certain goods, services, and physical space provided to the Foundation and includes the above at below market economic value. Also excluded are volunteer hours and certain in-kind contributions, which, for purposes of economic efficiency, are not calculated. The net effect of the above is that a significant element of operational support is provided in-kind, but not captured herein.



Sources of Funds

In-kind Program Goods	\$20,444
Program Donations	\$6,283
Donors & Sponsors	\$21,465
From Reserves	\$64,210



Uses of Funds

Direct Program Expenses	\$83,876
General & Administration	\$28,526

¹<http://www.cato.org/publications/commentary/real-cost-public-schools>

Looking Forward

We have already begun planning for 2015. This will include the expansion of our “Basics 101” and “Beyond the Basics” for both middle school and high school students. Many parents have requested additional programming for our alumni who want to continue to develop their financial education and solidify the philosophical changes already occurring. Curriculum development is already underway as is the identification of additional locations consistent with our asset-light business model. These locations will allow easier access for students who might not otherwise be able to participate as well as allow us to conduct programs simultaneously.

This Work Needs Your Help

We can't do all this without your help. Additional students mean additional expenses for program materials and additional instructors.

As you think about your annual giving, please remember that because of our in-kind funding, 100% of your tax-deductible contributions will be used for programs. Donations can be made online at www.rosenfoundation.org or checks can be made payable to “The Rosen Family Foundation” and mailed to the address below. A receipt will be mailed to you in January to evidence your donation. We thank you in advance for your consideration and look forward to being able to impact as many students as possible as we move forward with our aggressive strategic plan for 2015.



Volunteer and Make a Difference.

Both professional and nonprofessional services are critical to our success. We rely heavily on in-kind donations for both products and services to make our programs a reality. The 2013-2014 fiscal year brought with it more than 500 volunteer hours in support of the organization. This support is imperative to continue offering free and low cost programs at minimal funding levels. Whether you are a marketing professional, attorney or a parent in the PTA, you can have a great impact on our ability to deliver these valuable services to the community. Just ask us how you can help. Your support can make all the difference in the financial future of a student.

DONATION CARD

Donor Information (please print or type)

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Pledge Information

I (we) pledge a total of \$_____ to be paid: ☐ now ☐ monthly ☐ quarterly ☐ yearly.

Form of Payment ☐ Paypal (Click button below) ☐ Check (payable to Rosen Family Foundation)

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Thank you for your support!!!