



What Is Women's Money®?

Why is this Needed?

84% of women say they are not understanding or receiving information from financial and investment institutions¹. Currently, **1 in 3 women** lives in or on the brink of poverty². **90% of women** say they are completely or mostly unprepared for retirement³. As a result, **3 out of 5 women** in the U.S. will retire in poverty⁴.

Most experts believe that college savings and retirement planning are put off because women say, "Oh, I have time to figure that out later" - then years have gone by and they've run out of time. We don't believe that is true. We believe that this procrastination mindset is a small part of a bigger picture. It is not the cause. It is the effect.



*We Found That
Making More
Money Is Not
Enough.*

*We Need to Build
Confidence, Skillsets and
Opportunity.*

Clearly there is a communication gap – a big one, and **reducing the "Communication Gap"** is the first space in which Women's Money® sets out to make a difference. We are developing the tools and methods to reduce that 84% communication gap.

However, it's more than just a communication gap, there's also a **"Confidence Gap"** and an **"Action Gap"**. The old adage, "you'd do better if you knew better" doesn't hold true when fear, confusion or insecurity are involved.

Women's Money® is developing and implementing methods to **reduce the gaps in Communication, Confidence and Action** to support women in achieving measurable results on their path to financial wellness.

What Is Women's Money?

Women's Money® is a non-profit program with a proprietary financial education and accountability system to help women achieve personal financial wellness. It has successfully piloted its innovative financial education program in Nevada, and has been expanding nationwide. With our proprietary Life-Level Matching system, conferences and mentoring programs, **there is no other financial education program like the Women's Money® in the nation.**

Mission: Providing programs for sustainable and positive economic change for women and girls.

How Do We Solve this Problem?

- **Annual Conference:** At the Women's Money Conference, attendees network with solution providers, and generate ideas and action steps for better personal financial management. #WomensMoney will take place in

Sources: ¹Sheconomy; ²Shriver Report; ³Sheconomy; ⁴Wowonline



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