



*Generation Wealth*

Help Students Map Their Post-High School Journey



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As an EconEdLink member, you have access to a wealth of valuable resources! Here's a quick overview of the perks that come with your membership:

- ☐ **New Webinars, Lesson Plans, and Activities** are added every month, keeping your teaching toolkit fresh and up-to-date.
- ☐ **Learn from experts** in personal finance and economics tailored to K-12 education.
- ☐ **Free high-quality resources** like presentations, lessons, and activities, all available for download.
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# Certificate Requirements & Materials

To earn professional development hours for webinars, you must:

- Watch a minimum of 75% for our longer sessions and the full 45 minutes for our 45 minute sessions.
- You will automatically receive a professional development certificate via e-mail within 24 to 48 hours.
- Want to revisit today's content? All session materials and recordings will be available on EconEdLink.org within the following day (10am EST)

# Virtual Engagement & Etiquette

We encourage you to engage actively throughout the session!

- Feel free to use the chat to ask questions
- Share ideas
- Or let us know if you need support
- We'd love for you to turn on your camera and join the conversation to help create a more connected and collaborative environment.
- To minimize distractions, please make sure your microphone is muted unless you're speaking.

At the end of the session, an evaluation form will appear. Your feedback is incredibly valuable and helps us improve future programming.

# Guiding Questions

- What are SMART goals and how can they help us achieve our financial dreams faster?
- How can we use the 20-70-10 strategy to budget our money for saving, spending and sharing?
- How can we use the Rule of 72 to leverage the power of compound interest?
- What financing options are available to pay for continuing education?
- What's the difference between subsidized, unsubsidized and private loans?



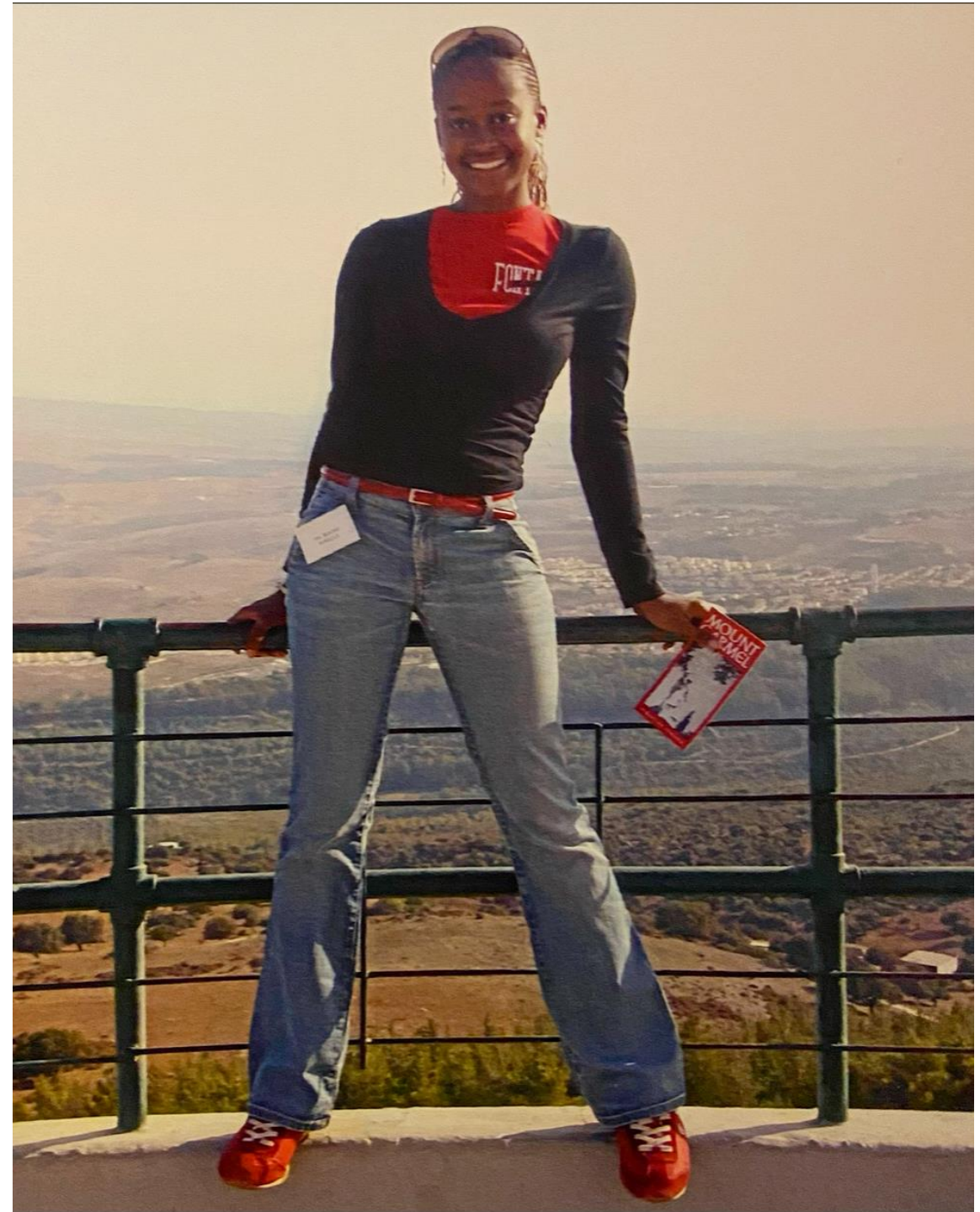
# My Story in 2007.....

Graduated college with \$28,000 in student loan debt and over \$3,000 in credit card debt.

Started investing in real estate in 2006 at the age of 25 years old with my then business partners while working as a 1st grade teacher.

By 2006 I owned 4 investment properties that were all valued over \$300K each.

By 2008 I lost all four properties and was in 1.3 million dollars in debt.





# My Story Today....

I achieved total debt freedom in 2012

Own and operate 3 successful businesses

Own investments in stocks, real estate, crypto assets, gold, silver and life insurance.

My test became my testimony and I live my purpose daily by helping people become financially empowered

I own my time and can work from anywhere in the world whenever I want!





# Video Discussion



What does each letter in the SMART framework represent?

# SMART GOALS

# Video Discussion



What does each letter in the SMART framework represent?

# Financial Goal Setting Example



## Mountain Top Financial Dream:

Brian will pay off \$115,000 in debt in five years (60 months) so that he can be free from the burden of debt.\*

\*Brian's monthly expenses are \$4,000 per month and his net income is \$5000 per month.

### Small Step SMART Goal #1



Brian will use the debt-snowball approach to eliminate his debt by paying an extra \$1,000 per month to his outstanding debt for the next 60 months (\$60,000).

### Small Step SMART Goal #2



Brian will increase his understanding of what it takes to eliminate and stay out of debt by listening to at least one podcast per month and reading one book per quarter by personal finance experts during the first year.

### Small Step SMART Goal #3



Brian will find a side hustle that pays him at least \$1,000 per month after taxes. He will apply all of this extra income towards eliminating his debt over the next 60 months. (\$60,000)

### Small Step SMART Goal #4



Any extra money that Brian makes from his side hustle over \$1000 per month will go towards his debt-free celebration vacation to Cancun, Mexico that he will take when he finishes paying off all of his debt.

S SPECIFIC	M MEASURABLE	A ATTAINABLE	R RELEVANT	T TIME-BOUND
<b>What exactly does Brian want to accomplish?</b>	<b>How will Brian know that he has achieved his goal?</b>	<b>What does Brian need in order to achieve his goal?</b>	<b>Why is this goal important to Brian?</b>	<b>When will Brian achieve this goal?</b>
He wants to pay off his debt.	He will have paid off \$115,000 plus interest within 5 years (60 months).	He needs to apply his extra income toward his debt.  He needs to learn how to stay out of debt.  He needs a side hustle so that he can pay down more money on the debt to reach his goal.	He wants to be free from the burden of debt.	Brian will achieve his goal in five years.

# Financial Goal Setting Template

## Mountain Top Goal:



Samantha will start her journey to financial independence by turning her hobby into a passive income business by selling \$300 per month of her handmade jewelry online within one year.

### Small Step SMART Goal #1



Samantha will learn about how to start a successful online business by interviewing 5 successful business owners who sell products online. She will conduct these interviews over the course of 2 months.

### Small Step SMART Goal #2



Samantha will open an Etsy seller account immediately after she finishes conducting her final interview.

### Small Step SMART Goal #3



Samantha will post photos of at least 10 handmade pieces for sale on Etsy each month.

### Small Step SMART Goal #4

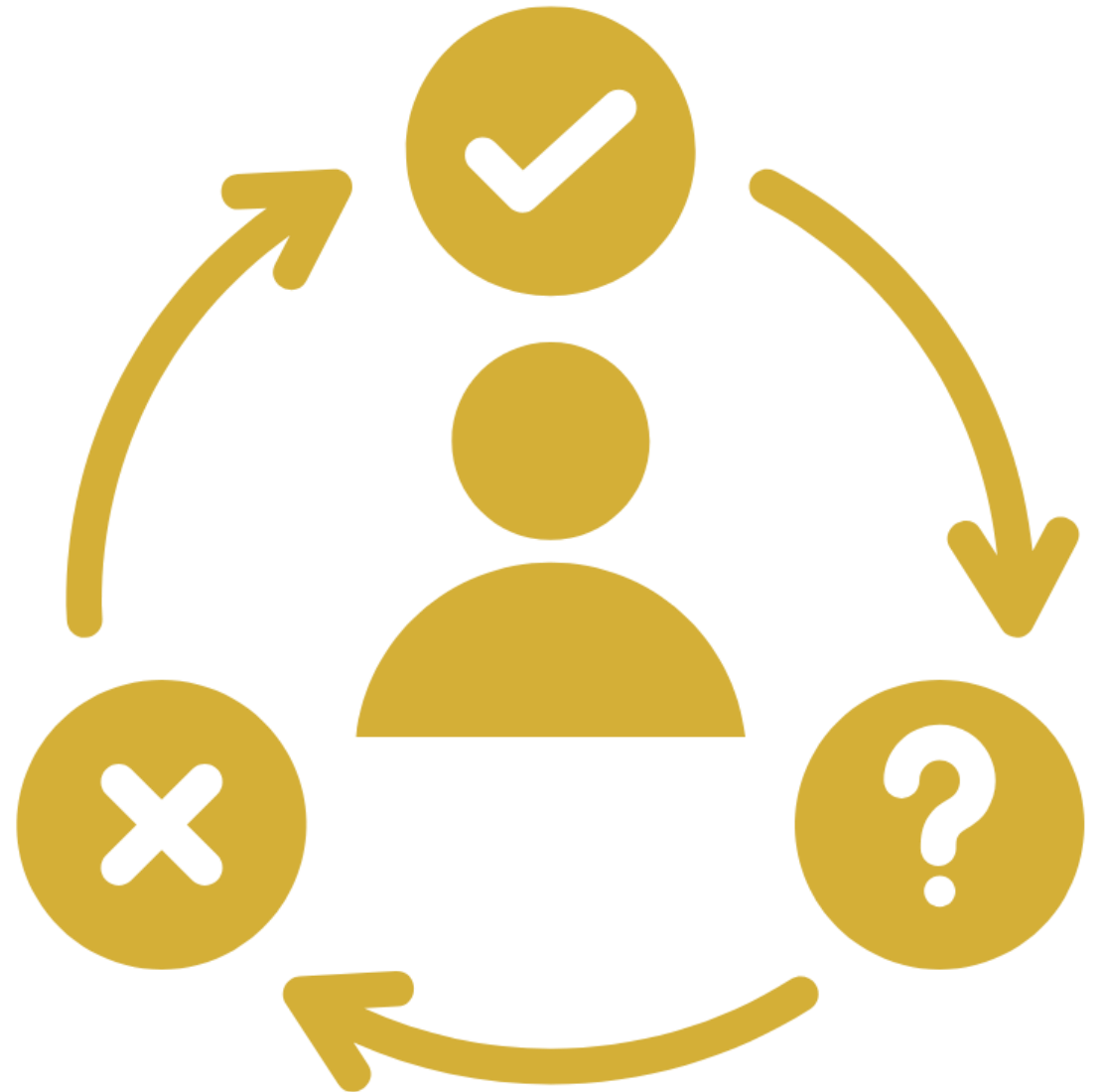


Samantha will create a budget so that she invests some of the money she makes each month into growing her business.

S SPECIFIC	M MEASURABLE	A ATTAINABLE	R RELEVANT	T TIME-BOUND
What exactly does Samantha want to accomplish?	How will Samantha know that she has achieved this goal?	What does Samantha need in order to achieve her goal?	Why is this goal important to Samantha?	When will Samantha achieve this goal?
She wants to turn her hobby into a passive income business.	She'll know that she has achieved this goal when she is able to sell \$300 in handmade jewelry online each month.	She needs: -to know what it takes to start a successful online business. -open an Etsy account -post photos of her product monthly -reinvest money into her business.	She wants to achieve financial independence	She will achieve it within one year.

# Processing Questions

1. What was the most valuable part of this learning experience?
2. How would you incorporate this learning experience into your instructional practice?





# Personal Application Activity

## Pages 8-9

Use the blank templates on **pages 8-9** to create your own financial goal. Remember to use the SMART questions to help you develop your mountain top and SMART step goals.



# Video Discussion: Budgeting for Financial Independence

- What do the numbers 20, 70, and 10 represent?
- What does PYF mean?
- Why might it be important for scholars to understand these budgeting principles?



# How can we use the 20-70-10 strategy to budget our money for saving, spending and sharing?

# Video Discussion: Budgeting for Financial Independence

- What do the numbers 20, 70, and 10 represent?
- What does PYF mean?
- Why might it be important for scholars to understand these budgeting principles?



# 20/70/10 Rule

## Save



Use your savings to Pay Yourself First (PYF). PYF money should be used for:

- Emergency Fund
- Investments

## Spend



Use your spending money to pay bills and have fun.

- Cell Phone Bill, Food, Insurance
- Clothes, Travel, Entertainment

## Share



Use your sharing money to help those who are in need

- Charities
- Faith-Based Organizations

# Let's Practice:

## Mark the Social Media Content Creator

Mark creates social media content for his neighbor's business. He earned \$90 **last week**. How much money should Mark set aside for spending, saving, and sharing using the 20/70/10 Rule?





# Let's Practice:

## Mark the Social Media Content Creator

Savings 20%  
 $90 \times .20 = \text{\$18.00}$

Spending 70%  
 $90 \times .70 = \text{\$63.00}$

Sharing 10%  
 $90 \times .10 = \text{\$9.00}$



# Let's Practice: Shannon the Savvy Waitress

Shannon works as a waitress on the weekends to make extra money. Last week she made \$150. How much money should she set aside for spending, saving, and sharing using the 20/70/10 rule?



# Let's Practice: Shannon the Savvy Waitress

Savings 20%

$$150 \times .20 = \text{\$30.00}$$

Spending 70%

$$150 \times .70 = \text{\$105.00}$$

Sharing 10%

$$150 \times .10 = \text{\$15.00}$$



# Let's Practice: Carrie the YouTube Influencer

Carrie has a YouTube channel that teaches make-up tips and tricks. She made \$500 **last month**. How much money should she set aside for spending, saving, and sharing using the 20/70/10 Rule?





# Let's Practice: Carrie the YouTube Influencer

Savings 20%

$$500 \times .20 = \text{\$100.00}$$

Spending 70%

$$500 \times .70 = \text{\$350.00}$$

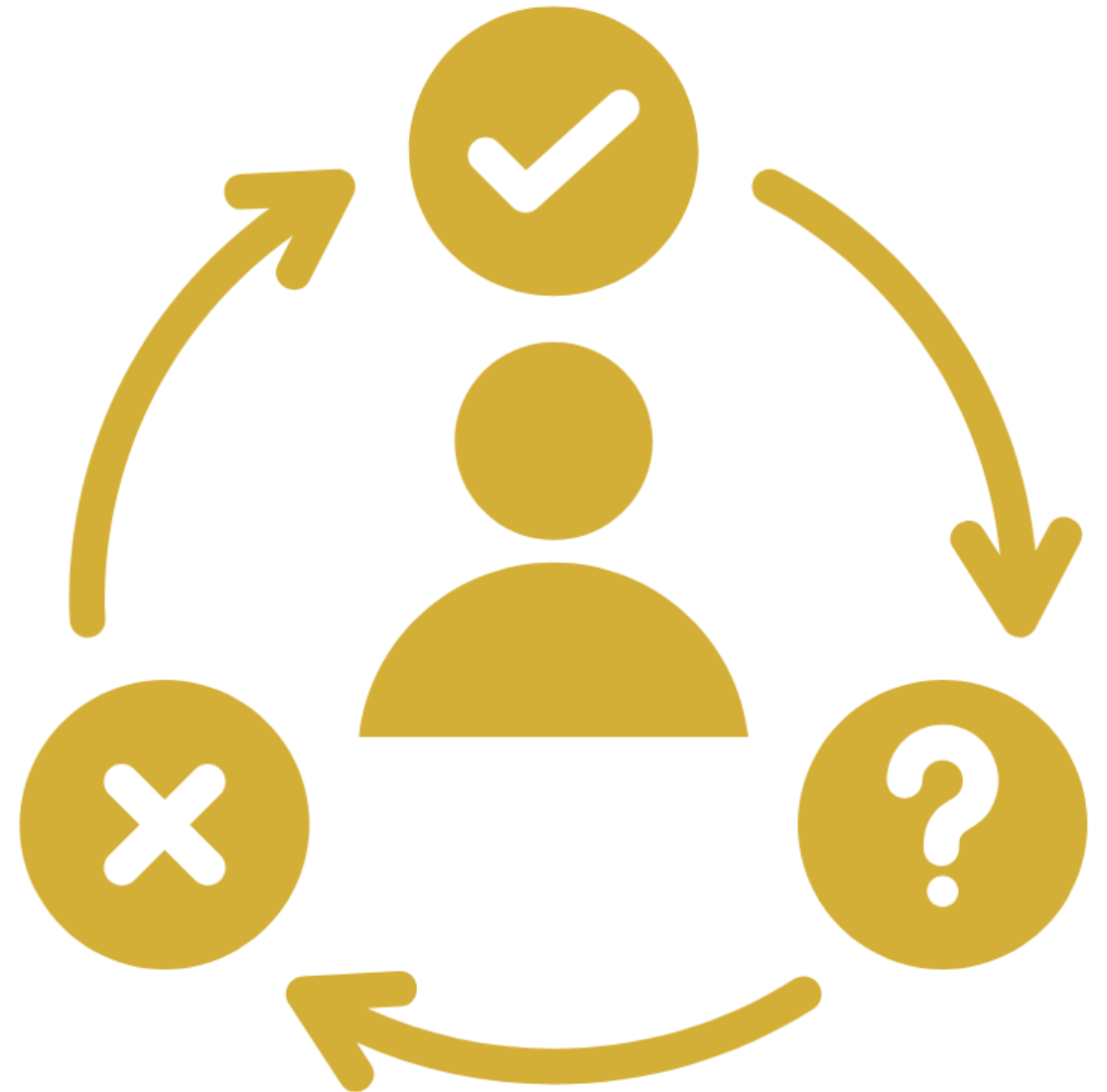
Sharing 10%

$$500 \times .10 = \text{\$50.00}$$



# Collective Brainstorm

1. What are some of the challenges that you currently/anticipate that you will encounter when teaching scholars how to budget?
2. What are some strategies that we can apply to address such challenges?





# 10 Minute Break





## 64TH FINANCIAL LITERACY & ECONOMIC EDUCATION CONFERENCE

*New Orleans*  
October 17-18, 2025 · Louisiana

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### Keynote Speakers & Emcee



**Tiffany 'The Budgetnista' Aliche**  
Educator & Author of New York Times Bestseller,  
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**Jacob Clifford**  
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guest speakers, and networking!



## *Generation Wealth*

*Growing in financial **confidence**.  
Establishing financial **independence**.*



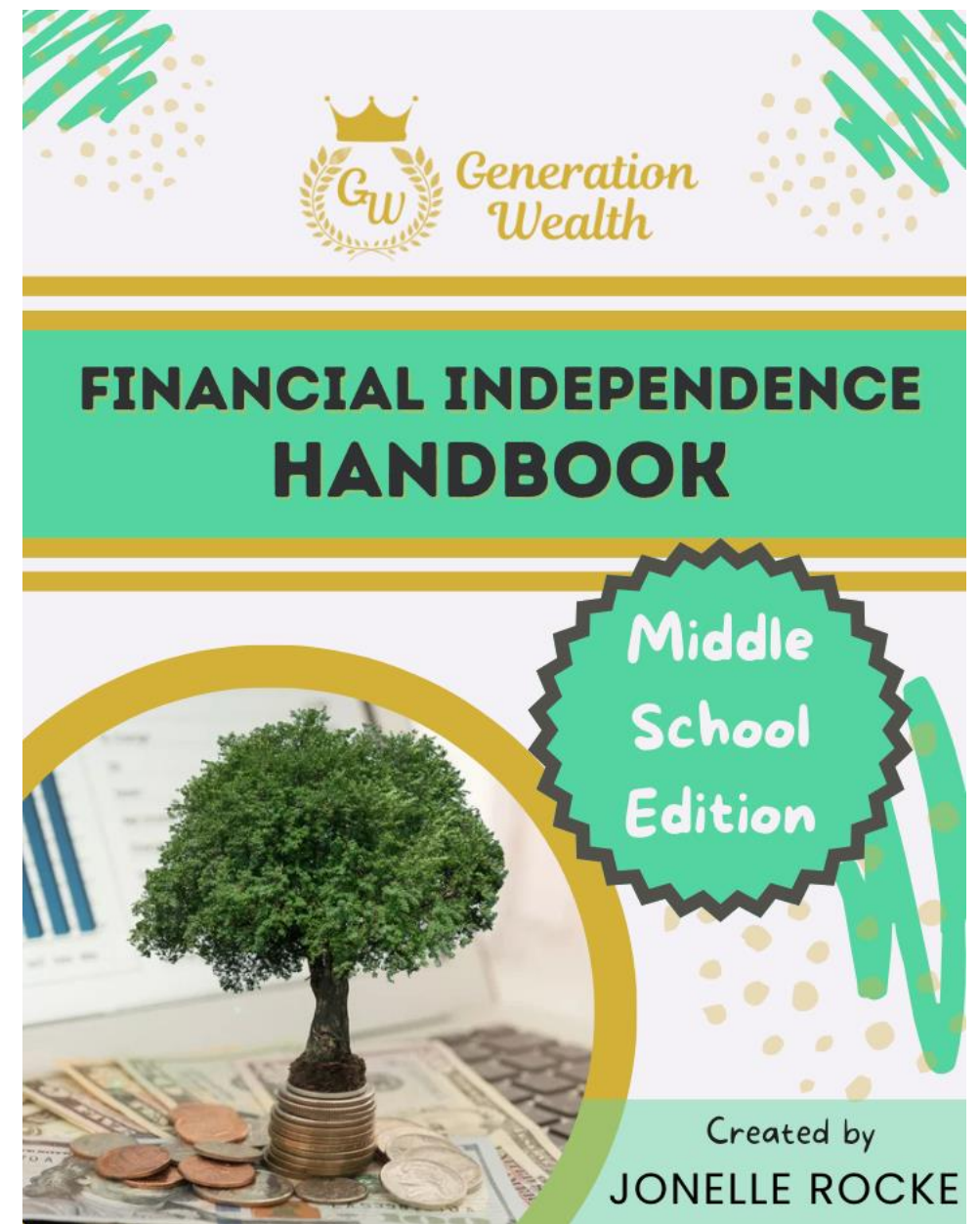
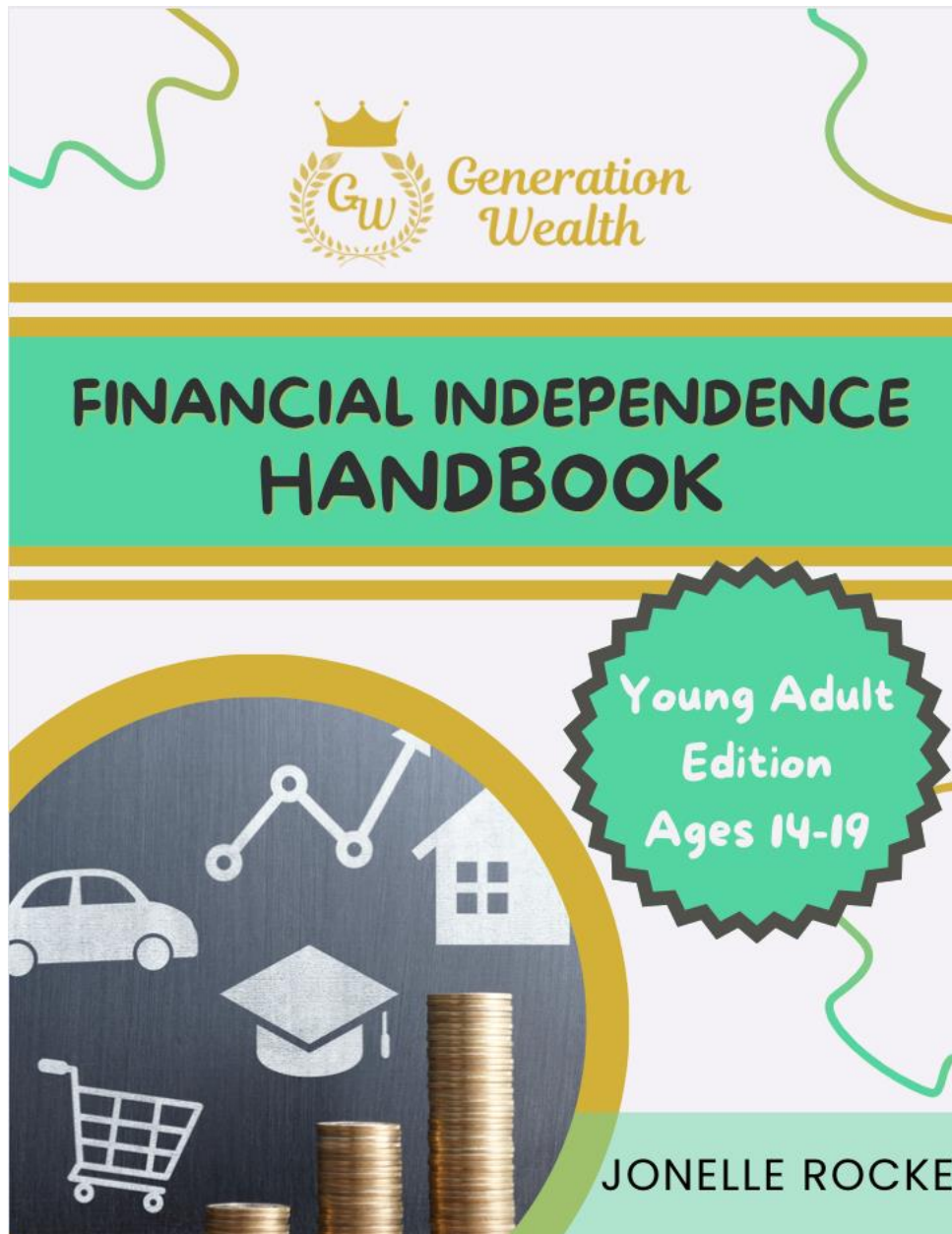
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about our school-based services*

- Educate youth and the adults who care for them (caretakers and teachers) on how to apply foundational personal finance principles to become financially independent.
- Provide parents and caretakers with engaging resources and training on how to develop and activate a financial independence plan that involves their children in the process.
- Resources include interactive financial playbooks for youth ages 12-19; standards aligned curricula and training for schools and a digital learning community for parents and caretakers.



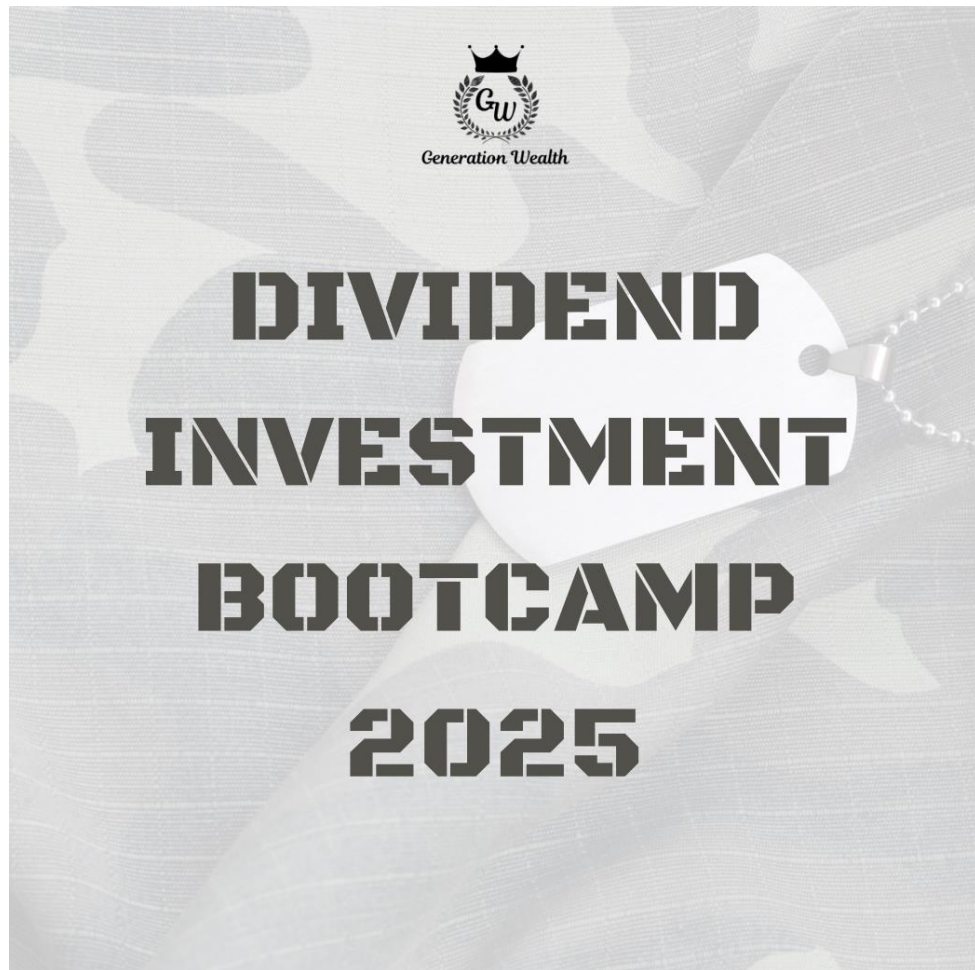


# Resources for Students



[www.generationwealth.org/store-1](http://www.generationwealth.org/store-1)

# DIVIDEND INVESTMENT BOOTCAMP 2025



During this interactive 2-hour event you will:

- learn how to choose dividend paying stocks that align with your long-term passive income goals
- explore ways to diversify your dividend income through investing in different types of securities
- use specific tools and resources to help you create your long-term dividend investment plan
- collaborate with investors to practice the process of researching, choosing and calculating dividend payouts from different companies

<https://tinyurl.com/DBInterest-25>





# Which would you choose?

One penny, that doubles in value every day for 30 days

OR

\$1 million dollars in cash?



# The Choice

# The Rule of 72

$$\frac{72}{\text{Interest Rate}} = \text{Number of Years for Money to Double in Value}$$

# Discovering the Magic of Compound Interest: The Rule of 72

## Page 10

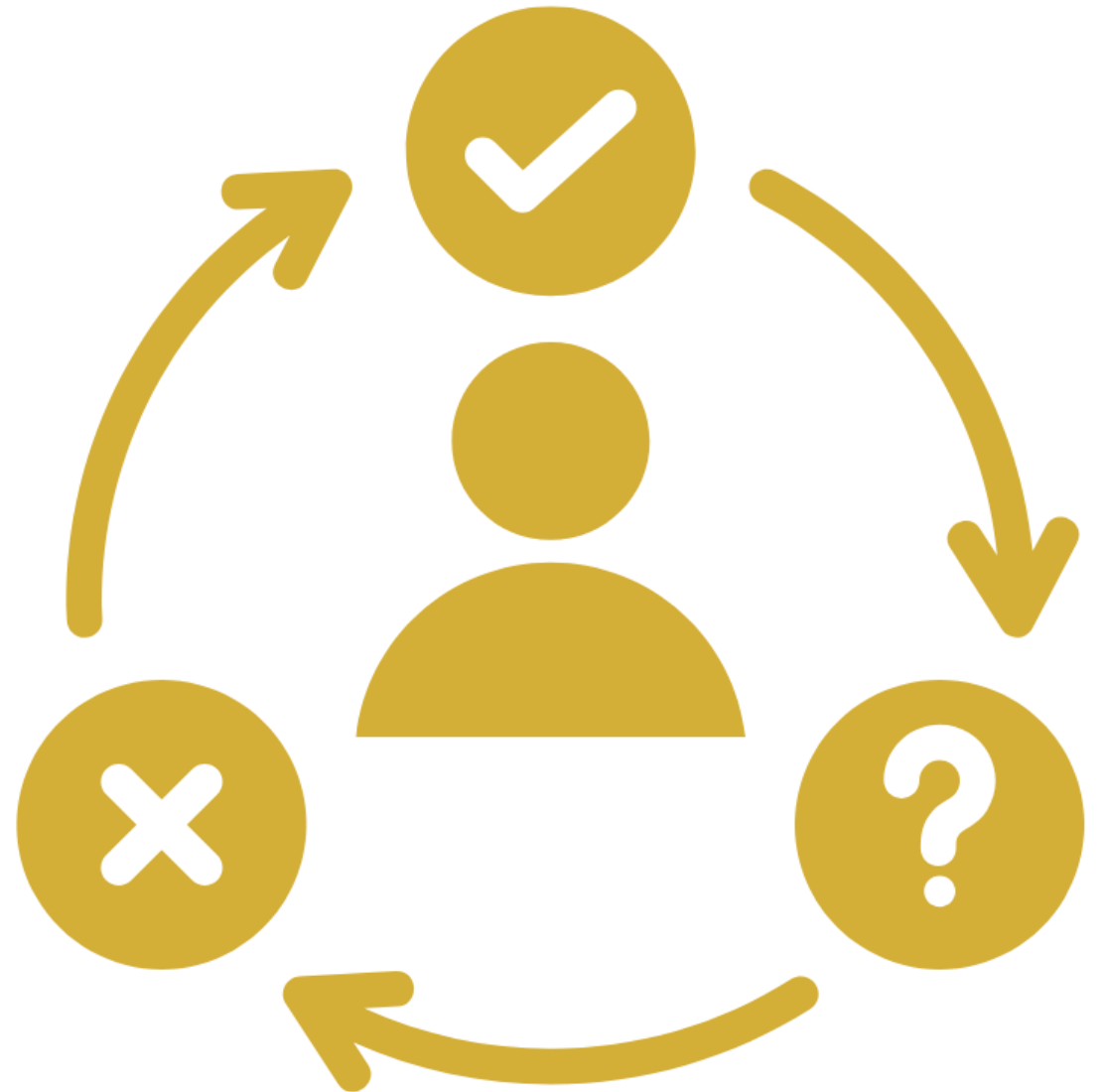
Use *The Rule of 72* chart to answer the following questions:

1. Robert invested \$5,000 at a 5 percent interest rate. How long will it take for his money to double?
2. Brianna invested \$25,000 for her son Brian when he was born because she wanted the money to double in value by his eighteenth birthday. How much interest did this investment gain every year?
3. Santos is 15 years old and has \$500 to invest. How much money will he have if he receives a 20% interest rate and allows his money to double five times? How old will Santos be after his money doubles five times?

The Rule of 72 Chart	
Annual Interest Rate	Years to Double
1%	72 years
2%	36 years
3%	24 years
4%	18 years
5%	14 years and 4 months
10%	7 years and 2 months
20%	3 years and 6 months
30%	2 years and 4 months

# Processing Questions

1. How could you incorporate the Rule of 72 into your instructional practice?
2. Consider the role that time plays in how money grows. How could you use this concept to help families understand the importance of saving early for their child's future?



# 8 Financing Options for Continuing Education

## Pages 11-12

1. 529 College Savings Plan

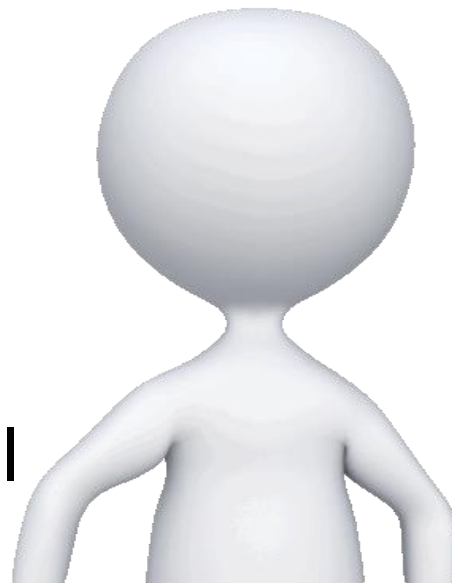
5. Employer Tuition Assistance

2. Scholarships/Grants

6. Work Study

3. Advanced Placement/Dual Enrollment

7. Live Off Campus



4. Start at a Community College

8. Student Loans



# Option #1: 529 College Savings Plan

- Savings for higher education that grows tax free
- Penalty free withdrawals for eligible education expenses
- Savings can be used for four-year colleges as well as community colleges, technical schools as well as vocational and certificate programs



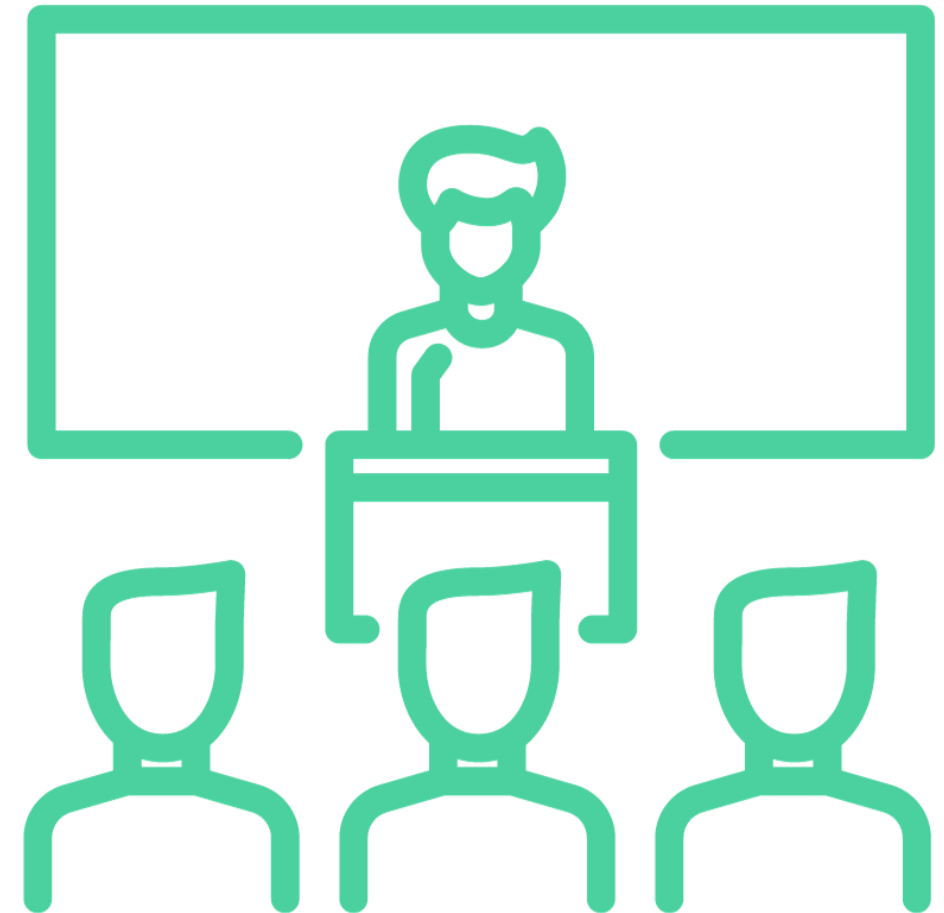
# Option #2: Scholarships and Grants

- **Free Money!**
- Scholarships and grants available to individuals based on academic merit, financial need, athletic ability and other extracurricular activities from non-profits, small businesses and large corporations.
- The information that is collected from the **Free Application for Student Aid (FAFSA)** form will determine how much federal and state grants you are eligible for.



# Option #3: Advanced Placement or Dual Enrollment

- **Advanced Placement (AP) Classes:** College level classes offered during the school day. If students pass the exam with a level 3-5 they will receive credits that they can transfer to the college they attend. This is a good option for good test takers.
- **Dual Enrollment Courses:** These **free classes** are usually taken after school hours at a local college. Students experience the course as college students do and get credit for class participation, assignments and exams. If students pass the class, they will receive the credits that can be transferred to the college they attend.



# Option #4: Start at a Community College

- If it's difficult for your child to qualify for scholarships due to their grades or if you cannot afford to pay for four years at a private college or university, this is a great option because you will save hundreds of thousands of dollars on college expenses.
- If your child is set on going to their dream college, they can start at a community college and then apply to a four-year college towards the end of their second year.



# Option #5: Employer Tuition Assistance

- Many large corporations offer tuition assistance to their employees (McDonalds, Coca Cola, Starbucks etc.)
- If your child started working at a college or university, the institution may offer free tuition for as long as they continue working as an employee.
- Tuition assistance can range from a few thousand dollars each year to one hundred percent of tuition costs.



# Tuition Assistance through the Armed Forces

Six Branches of the Armed Forces:  
Army, Navy, Marines, Air Force, Coast  
Guard, Space Force

As a service member they will receive many benefits including tuition assistance of up to one hundred percent of their tuition and fees. This option is not for everyone, but it is a great and honorable post-secondary path for those who desire to serve their country.





# Option #6: Work Study

- This option may not cover the total cost of tuition, but it can help with everyday living expenses associated with going away to college.
- If you and your child choose this option, they'll need to determine how many hours they can work while still being able to meet their responsibilities as a student.



# Option #7: Live Off Campus

- If your child goes away to college, it may be cheaper to live off campus.
- If they study close to home, then commuting to school can save you thousands of dollars.



# Option #8: Student Loans

There are three different types of loans that are available to pay for college:

- *Subsidized*
- *Unsubsidized*
- *Private*

This money is **not free**. It must be paid back and depending on how much your child borrows, it can literally take them a lifetime to pay it back.

This should be your **last resort** as a financing option for higher education.



# Activity: What's the difference between subsidized, unsubsidized and private loans?

Read about the different types of loans on **page 13** and then work with a table partner to record the features of subsidized, unsubsidized and private loans on **page 14**.



# Activity: What's the difference between subsidized, unsubsidized and private loans?

	Subsidized Loan	Unsubsidized Loan	Private Loan
Who is the lender?			
Who can qualify for this type of loan?			
Who is responsible for the interest while your child is in school?			
Can interest charges be deferred?			
Can this type of loan qualify for federal loan forgiveness?			

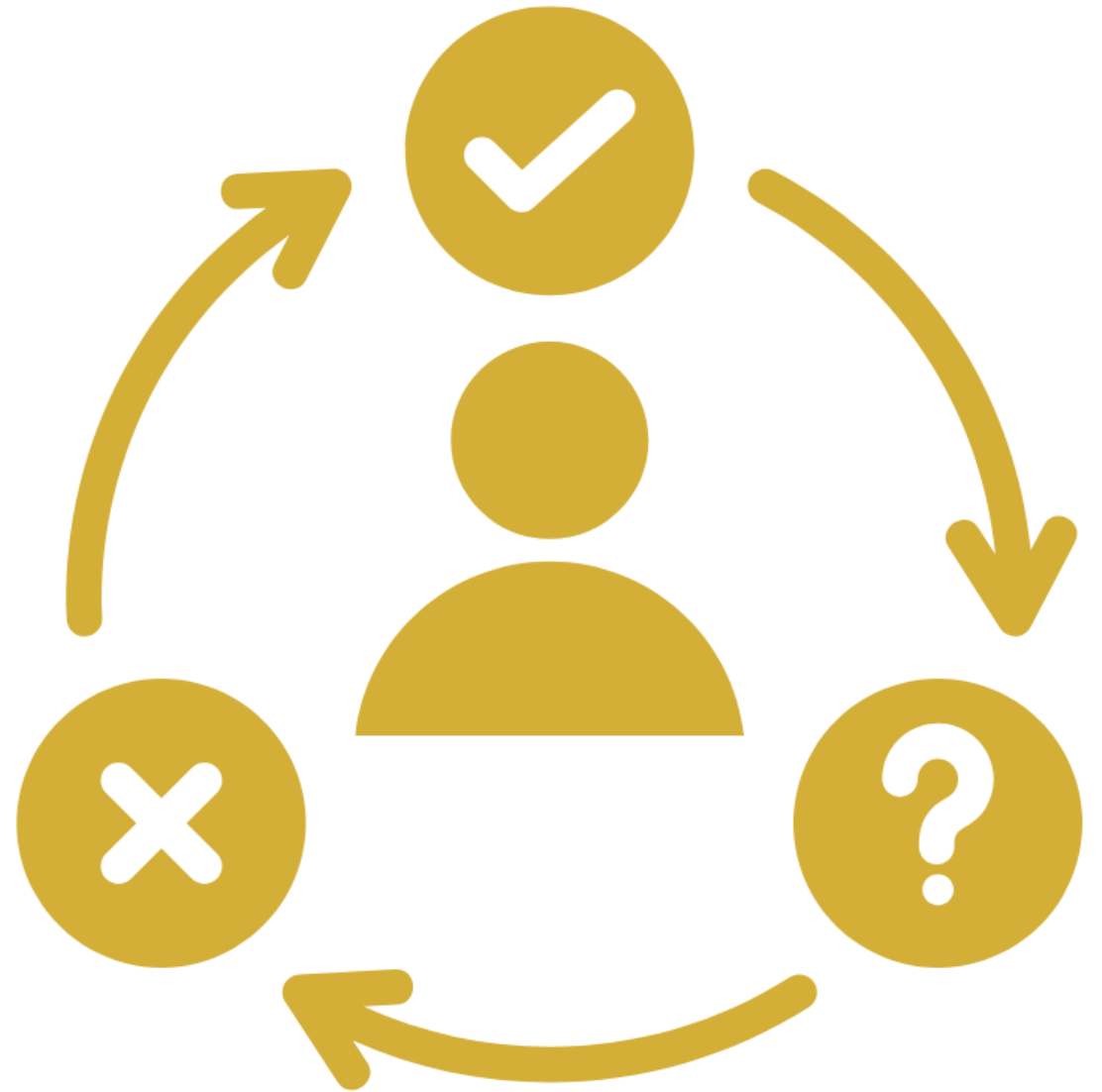
# Activity: What's the difference between subsidized, unsubsidized and private loans?

	Subsidized Loan	Unsubsidized Loan	Private Loan
Who is the lender?	<i>The federal government</i>	<i>The federal government</i>	<i>Private Lending Institution</i>
Who can qualify for this type of loan?	<i>Undergraduate students who demonstrate financial need</i>	<i>Any applicant. Decisions are based in cost of school and other financial aid that the applicant receives</i>	<i>Any applicant</i>
Who is responsible for the interest while your child is in school?	<i>The federal government</i>	<i>The applicant</i>	<i>The applicant</i>
Can interest charges be deferred?	Yes	No	No
Can this type of loan qualify for federal loan forgiveness?	Yes	Yes	No

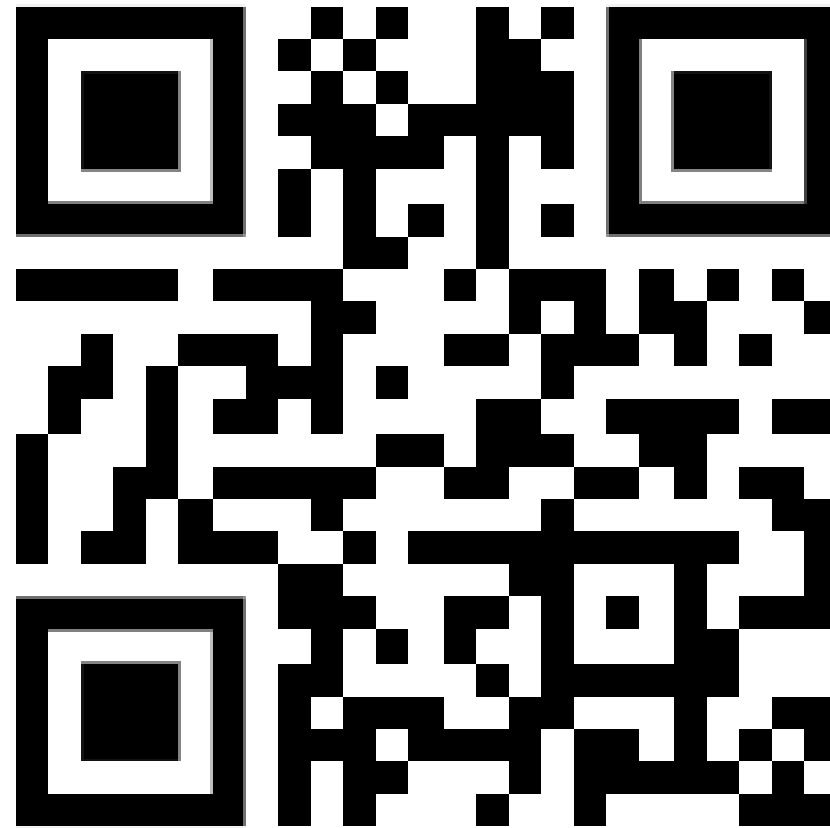


# Processing Questions

How can engaging scholars in this activity help them better understand the difference between the three different type of loans?



# SESSION REFLECTION



<https://bit.ly/GWReflectSurvey>



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- **Instagram:** @generation.wealth;  
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