

2023

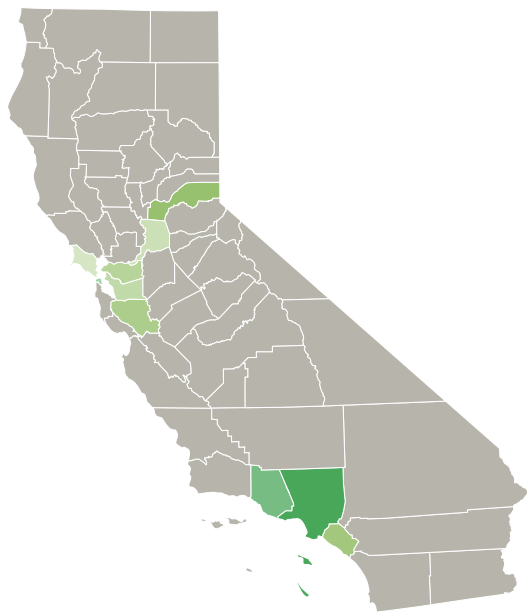


# Annual Report



# Californians Reached By Our Programming

## PROGRAM PARTICIPANTS BY COUNTY



● Los Angeles	1,340	● Santa Clara	200
● Ventura	1,305	● Contra Costa	80
● San Francisco	445	● Alameda	36
● Placer	250	● Sacramento	30
● Orange	231	● Marin	24

**55%**

LMI Participants

## TOTAL PARTICIPANTS SERVED

**4,061**

Total Number  
of Classes

172

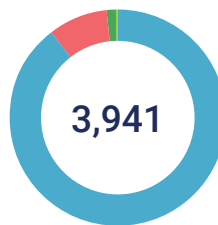
Special  
Presentations

120

Total Learner  
Hours

4,868

## PROGRAM PARTICIPANTS SERVED



3,941

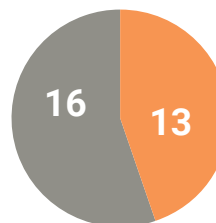
Foundations	3,534
Footings	342
Pathways	60
Forward	5

## VOLUNTEER DATA



New Volunteers Trained	175
Active Volunteers	68
Volunteer Hours	1,447

## PROGRAMMING PARTNERS



16

13

K-12 & Postsecondary  
Community Partners

## QUOTES FROM PARTNERS

"I am extremely proud I could contribute to their mission of teaching financial literacy to everyone."

- Tsogzolboo Enkhchimeg, Volunteer

"Our continued partnership with Financial Beginnings has provided our bank employees with opportunities to support the financial needs of the communities we serve by expanding our outreach through financial education."

- Manuela Ramon, Sterling Bank & Trust

# Financial Education Impact

Our Financial Foundations program is assessed via learner surveys measuring personal finance knowledge and confidence gained from participation. This knowledge and confidence is vital to establishing the components needed for future financial well-being.

Our Impact for 2023

## PERSONAL FINANCE KNOWLEDGE

Percentage of learners who know the key factors to consider when selecting a financial advisor	97%
Percentage of learners who know that a poor credit history results in a higher interest rate	95%
Percentage of learners who can correctly identify an example of a person's fixed expense	88%
Percentage of learners who can correctly identify an example of earned income	87%

## PERSONAL FINANCE CONFIDENCE

"I can apply what I learned today to my financial goals."	Agree 86%	Disagree 2%
"The information from the session will be useful to me in making future financial decisions."	Agree 86%	Disagree 4%
"I feel more confident in my ability to make good financial decisions after this session."	Agree 81%	Disagree 4%
"I feel more confident in my ability to seek information from reliable financial sources after this session."	Agree 77%	Disagree 4%
"My knowledge to make financial decisions increased as a result of this session."	Agree 76%	Disagree 10%

# Highlights from the Year

The 2022-23 school year was a benchmark year for FBCA. Compared to the 2021-2022 school year:

- We increased learner hours by 29%.
- We partnered with 60% more new sites.
- We trained 14% more volunteers and increased active volunteers by 21%.
- We reached 23% more low- and middle-income participants.

# 2023 Spring Forward Fundraiser Highlights



## 2023 Spring Forward Event Highlights

On April 25 in Los Angeles and on May 9 in Oakland, our amazing community came together to support Financial Beginnings California. Together, we raised over \$15,000 to support our mission of empowering youth and adults to take control of their financial futures.

This couldn't have happened without the generosity of Scott Hamaguchi and Emily Zeitman from First Tech Federal Credit Union; Manuela Ramon and Adey Tesfaye from Sterling Bank & Trust, FSB; Leanne Skelly, AWMA from Bay Area Financial Wellness; Erica Luna from Banner Bank; and Pedar Bruce and Lynell Bevels from Umpqua Bank. Sending huge thanks to FBCA's board members Scott Hamaguchi, Erica Luna, Nirav Desai, Brandon Fallon, and Murray Bartho for bringing us to the finish line. The Financial Beginnings team, especially James Chen and Ronecca Norvell, supported us throughout and joined us for the LA edition to inspire with their words. Endless thanks to Jennifer Martinez at A Place Called Home and Tiffany E. San Jose at San Francisco Unified School District's Career and College Readiness division for allowing us to honor the amazing work they do every single day. Many thanks to our gracious hosts Los Angeles Chinatown Business Council and Understory for providing beautiful settings and delicious food for our celebrations. And finally, thanks to all the generous individuals who donated to this amazing cause.

## Funding Partnerships

**\$10,000+**

First Tech Federal Credit Union

**\$5,000+**

Pacific Premier Bank  
Sterling Bank  
Umpqua Bank

**\$2,500+**

Banner Bank

**\$1,000+**

Bay Area Financial Wellness

**THANK YOU DONORS AND SPONSORS!**

## Financial Report

**TOTAL EXPENSES**

**94,435**

**TOTAL INCOME**

**45,588**



**Corporate Donations**

**\$30,000**

**Events**

**\$12,799**

**Individual Donations**

**\$1,899**

**Other**

**\$890**

## Board of Directors

**MURRAY BARTHO** - Medical Student  
**NIRAV DESAI** - Qubera Wealth Management  
**BRANDON FALLON** - Let Me Help You  
**SCOTT HAMAGUCHI** - First Tech Federal Credit Union  
**ERICA LUNA** - Banner Bank



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