

# Creating Financial Literacy, LLC

## Getting Your Money On Target



### Principal

Jennifer Matthews is the President and CEO of Creating Financial Literacy, LLC (CFL). She has more than 12 years training and development experience and 8 years program development and management experience. Industries served include: insurance, banking, health care, higher education, and state and local government. Jennifer is a trained financial coach and has earned master's degrees in Business Administration and Professional Communication.

### Profile

Creating Financial Literacy, LLC is a training, coaching, and management consulting firm that goes beyond traditional financial literacy training to provide personal money management solutions for employees because financially distressed employees directly and negatively impact the corporate bottom line. CFL also provides training on an array of human resources, communication, and soft skills topics, and develops corporate and community adult education programs.

### Benefits of Employee Financial Education

- ✓ Decreased direct employer costs related to wage garnishments, bankruptcies, payroll deductions for child support and alimony, and administrative costs for borrowing against retirement plans
- ✓ An estimated return on investment of up to 3:1 to the employer in increased productivity and reductions of direct costs
- ✓ Increased employee productivity
- ✓ Reduced incidences of employee theft

### Approach

Creating Financial Literacy, LLC's programs and trainings are developed based upon a proactive, practical approach that addresses management's needs in a format that is highly receptive and easy to implement from the attendee's perspective.

### Selected Media Interviews

- ✓ Financial guest expert, Mind Over Money, WUSA TV9, DC
- ✓ "Facing the Mortgage Crisis" a PBS documentary, WHUT
- ✓ Evening Edition with Kojo Nmandi, WHUT Washington, DC
- ✓ Financial guest expert, Comcast Tonight CN8, Reading PA
- ✓ Interviewed and published in Foreclosure Mass Monthly

### Contact Information

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### Training Solutions

Financial education training that is motivational and inspirational, with a touch of humor to motivate and inspire attendees to take action. CFL offers a suite of quality financial solutions to provide individual and/or corporate support after training.

*Furlough and Layoff Support:* To assist with the current economic climate and corporate needs, specialized training programs and a suite of personal financial solutions are available to employers and employees to provide transition assistance.

*Post Foreclosure Support:* To assist the millions of families displaced by foreclosure, CFL offers a proprietary 5-part comprehensive program to help families recover and reposition themselves financially to return to homeownership.

Human resources, communications, and soft skills training is provided off the shelf or based upon a detailed customer needs analysis. Topics include business ethics, communication, proper attire, and other subjects.

### Program Development Solutions

Corporate and community adult education programs are developed based upon the organization's needs and requirements, and the attendee's ability to immediately and effectively implement.

### Selected Clients/Trainings

Balancing Life Issues	MECU of Baltimore
US Department of Labor	Money Power Day
US Department of Justice	Johns Hopkins University
LifeCare	World of Possibilities Expo
Ceridian	Delta Sigma Theta Sorority
PNC Bank	Mocha Moms, Inc.
AMEC Holdings	NAACP
US State Department	African American Family Conf

### NAICS Codes

541690, 611430, 541990, 541611, 624190