

Addressing Financial Literacy

We recognize that financial literacy is the key to the viability of our community.

According to a study conducted by Jump \$tart Coalition, the average student who graduates from high school lacks basic skills in the management of personal financial affairs. Many are unable to balance a checkbook and most simply have no insight into the basic survival principles involved with earning, spending, saving and investing. Many young people fail in the management of their first consumer credit experience, establish bad financial management habits, and stumble through their lives learning by trial and error.

West Advisory Group is committed to providing services that will allow individuals from all economic backgrounds to receive a stellar education in the area of finance. This knowledge will empower young people so that they can put an end to the viscous cycle: an ongoing American tradition of credit card debt, living above one's means, and disproportionate income to debt ratios.



Learn ways to make wise financial choices.

Thinking About Money in a Different Way!

West Advisory Group knows that being fiscally responsible begins with the way an individual thinks about money. By introducing amazing statistics and real life scenarios, we challenge students to alter their thought processes, resulting in a higher level of awareness and the ability to make sound financial decisions.



West Advisory Group

P.O. Box 26933 • Rochester, NY 14626

Freedom through Financial Education!



West Advisory Group

Phone 585•734•8200 Fax 585•225•7436
www.westadvisorygroup.org

Freedom through Financial Education!



Our Mission

To promote financial freedom by sharing fundamental economic principles. We also encourage individuals to live a debt free lifestyle and to apply the knowledge they have acquired to build wealth.

Target Audience

- Pre-Collegiate Students
- Collegiate Students
- Public & Private Organizations

Principles

- Giving
- Saving
- Investing
- Spending Wisely
- Credit
- Money Management



Hands-on activities
make learning fun.

Our certified coaches provide young people with a thorough understanding of the value of money. Our programs concentrate on many vital principles, including long-term saving and investing, philanthropy, the importance of maintaining good credit, and being a smart consumer.



Flexible programs
to meet your needs.

West Economic Education Program Options:

- Going for the Green: College Edition
- Going for the Green: Teen Edition
- Going for the Green: Summer Edition



Active Participation

Going for the Green programs include classroom instruction with lively interaction, games, and activities. At the end of the program, students have the opportunity to open up savings accounts with a participating local bank, immediately applying the principles they have learned during the sessions.



Interactive Web Curriculum

We also offer a highly interactive, reality-based Internet curriculum that educates students and provides the tools required to make informed financial decisions. The course consists of two real-life simulations which allow the creation of a personal, financial plan from the time a student is financially independent of parents to the intended age of retirement. This tool can be used as supplemental outside instruction and is offered to each child enrolled in one of our programs free of charge.



Camps

Our camps provide an entertaining and informative learning experience that allows participants to realize how decisions made today can have lasting effects many years into the future. Topics including saving versus spending, the power of compound interest, and investment rates of return are just a few of the major monetary principles that we stress.

We also offer:

- Curriculums
- Coaching Services
- Workshops
- Seminars

Visit us online at www.westadvisorygroup.org