

What is CAFF

- A statewide financial literacy and economic self sufficiency non profit
- We educate and inform the public about financial choices that will improve their lives and our economy
- We engage local communities to advocate for wiser-financial choices



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California Foundation Fund (CAFF) Fact Sheet:

About CAFF:

The California Foundation Fund is a statewide financial literacy and economic self sufficiency non profit. Our work is to educate and inform the public about financial choices that will improve their lives and our economy.

Our Mission:

Basic banking and financial choices help improve the vitality of local communities. Our mission is to develop, encourage and monitor program effectiveness that will foster financial and economic self sufficiency. The California Foundation Fund is dedicated to increasing the economic vitality of our communities and building a foundation for SUCCESS!

How we do it:

Through community workshops, regional small business summits, local business mentorship and our wide selection of resources, CAFF creates, teaches and monitors economic vitality across the state. We work for individuals to understand and make better financial choices and for small business owners to obtain practical skills that help improve their bottom line, grow and hire new employees. We partner with various local economic revitalization agencies to maximize our effectiveness in your community. CAFF's leadership and mentorship model approach introduces successful entrepreneurs in specific industries to invest in the small business sector with their knowledge. Our efforts do not conclude with a one time presentation or event, CAFF programs are a set of open discussions and followups for a sustainable period of up to twelve months. During the duration of these programs, individuals and small business owners are contacted to determine what choice they have implemented and then surveyed again in nine months to determine the results. Many successful participants return to help present their knowledge and contribute to our mission.

How are we funded:

As an independent non profit for education and socially conscience goals, we obtain funding from government, business and private donors. As we engage local communities to advocate for wiser-financial choices, we will remind them of your kind generosity towards our mission.

• CAFF Financial Literacy



- Community Adult Education Workshops
- Program and Curriculum Evaluations
- Marketing and Outreach
- Tracking Results

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California Foundation Literacy Programs:

Our approach:

CAFF customizes financial literacy program evaluation includes local, language and cultural needs. Our independent researchers validated data from various outreach efforts to determine the optimal method in creating and implementing financial education services. These efforts are evaluated for effectiveness through scientific methods which provides important feedback to stakeholders.

Our delivery:

As needed, our team of professional educators, scientist and financial professionals will perform financial literacy workshops evaluations in various community and educational centers. In many instances, CAFF provides instructional, implementation and logistical field support to financial institutions that have remote financial centers. In such cases, CAFF partners with financial institutions to deploy best practices and complete research for efficiencies amongst other benefits.

Continuous improvements:

Our goal is to never be satisfied with an imperfect system. CAFF evaluation methods are crafted by a panel of industry advisers in a cross platform of expertise. In addition, third party statistical analysis are utilized to report program effectiveness and future recommendations.

•CAFF Financial Management



- Regional Small Business Summits
- Business Mentorship
- Program Evaluations
- Helping Small Business Owners and Improving Economic Vitality.

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California Foundation Fund Financial Management Mentorship Program:

Our approach:

Our small businesses financial mentorship program is collaborations of projects proposed and created by independent businesses professionals, statewide research centers and other non-profit organizations. Together we provide the most effective instructional small business advocacy and mentorship services. Additionally, we obtain successful fortune 500 business mentors to continuously advice on industry specific topics. All mentors and advisers adhere to a strict code of confidentiality when helping small business owners. Our mentors and advisers are introduced to business owners at regionally deployed business summits.

Our delivery:

These summits introduce practicable knowledge in leadership, marketing, accounting, human resources, legal, finance, access to capital, cash flow, risk analysis and corporate structures. With industry specific tailored events that provide implementable choices for industry leaders.

Continuous improvements:

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