

KASH KIDS
Master Money Skills Early

2023

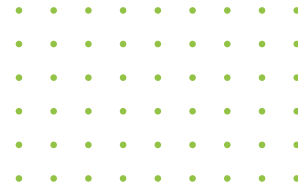
ANNUAL REPORT

DELIVERING GROWTH AND INNOVATION

<https://kashkids.org>

Welcome To Kash Kids

Message from the Founder



Creating a Foundation for Success!

Financial education is not just about learning to manage dollars and cents; it's about unlocking potential, fostering dreams, and creating the foundation upon which all other successes can be built. At Kash Kids, we believe every child holds the key to their financial future, and it's our privilege to help them discover it.

2023 Reflections

In 2023, Kash Kids embarked on a remarkable journey, transforming the abstract concept of financial literacy into tangible, empowering experiences for our young learners. As we navigated through another year, our commitment to equip the next generation with the tools for financial success has never been stronger. Through interactive learning, real-world applications, and community partnerships, we've turned everyday moments into lifelong lessons, ensuring that our children are not just prepared for the future, but are eager to shape it themselves.

Twyla Prindle

Founder and Executive Director

About the Founder: Twyla Prindle, a graduate of Florida A&M University, is the founder of Kash Kids, Inc. and author of more than a dozen financial literacy books for kids. Her best known work is *Where Is My Money?* She is one of North Florida's leading advocates for teaching children financial literacy and entrepreneurial skills.

About Kash Kids

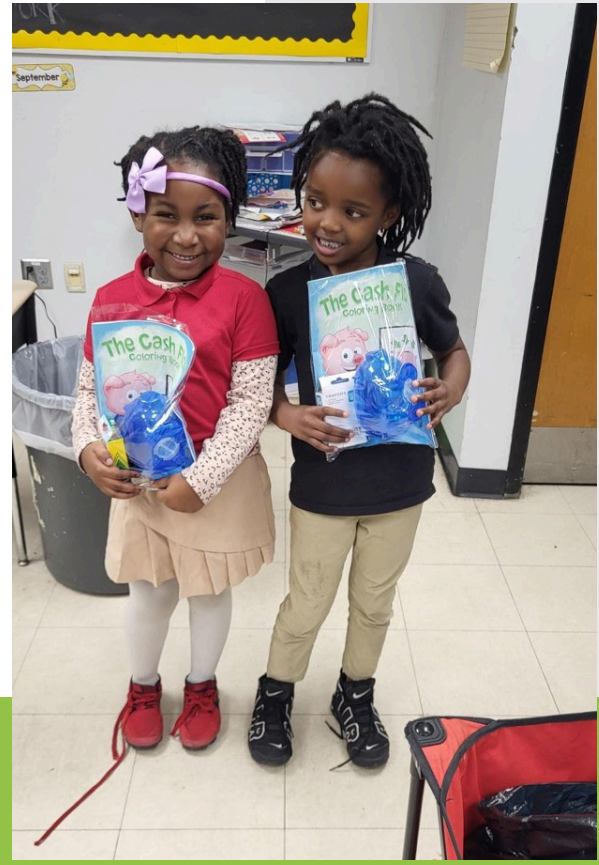
The purpose of Kash Kids is to empower students with essential financial literacy skills. These skills are critical for breaking the cycle of poverty and creating a foundation for a stable and prosperous future. Financial literacy education equips students with the knowledge to make informed financial decisions, fostering a generation that can contribute positively to their communities and the broader economy.

Mission

Kash Kids teaches K-12 students how to master money skills early so they can lead struggle-free lives.

Vision

The vision of Kash Kids is to create a generation of financially savvy individuals equipped with the knowledge and skills to lead financially stable and successful lives. We aim for a future where every child can make informed financial decisions, reducing poverty and enhancing economic stability in communities worldwide.



Our Goals



Financial Literacy

Improve financial literacy levels through comprehensive and engaging educational programs.



Resource Access

Provide students with access to financial resources to help them apply what they learn in real-life situations.



Self-Sufficiency

Empower students to become self-sufficient and financially responsible individuals who can make informed decisions and positively impact their communities.



Economic Stability

Contribute to long-term economic stability and growth by fostering a financially literate and economically empowered generation.

How We're Making a Difference



75%

of student participants were enrolled in Title 1 schools.

Support for Title 1 Schools

The Title 1 program is a part of the Elementary and Secondary Education Act that is designed to provide resources to students from low-income families so that they will have an opportunity to experience equitable educational outcomes (National Center for Educational Statistics, n.d.). Students from low-income homes can face challenges such as limited access to financial resources, poorly funded schools that lack resources needed to close educational gaps, limited exposure to positive financial role models, and social variables that create barriers to academic and financial success. All of these challenges can contribute to the perpetuation of a cycle of poverty. Kash Kids works to interrupt this pattern by providing financial literacy instruction to students in Title 1 schools. During 2023, 75% of the students served by Kash Kids were enrolled in Title 1 schools.

Financial Literacy Programs

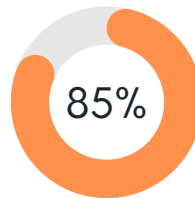
Kash Kids offered a total of 18 financial literacy curricular options, with programs tailored to the learning needs of kids across grade levels. The following were the top 3 programs for 2023:

- Money Book Battle (Grades K-3)
- Fun Financial Basics (Grades 4-11)
- Write to Wealth (Grade 4)

+40%

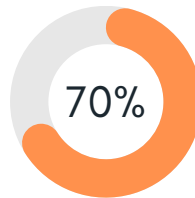
Students participating in training showed a 40% improvement in financial literacy scores on average from pre-to-post assessment.

Knowledge Retention



85% of students retained critical financial concepts such as budgeting, saving, and investing three months after program completion.

Knowledge Application



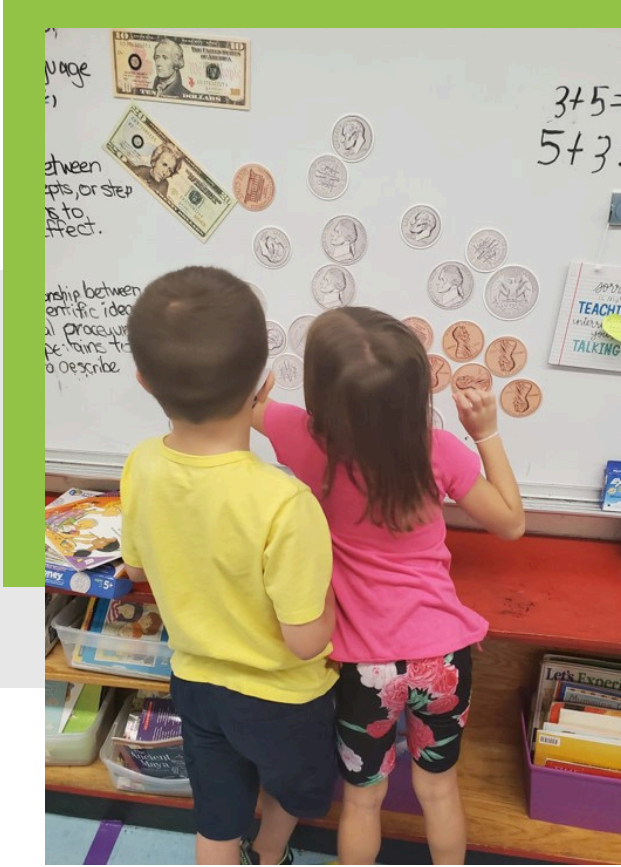
70% of participating students set and began working towards at least one personal financial goal, such as saving for college or a major purchase.

Kash Kids is a phenomenal program! It teaches effective money strategies on all levels in a kid-friendly way! I highly recommend this program!!!

-Katrina Rock, Educator



How We're Making a Difference



Other Student Outcomes



Savings Accounts Opened

Over 20 students opened their first savings account as a part of our financial literacy curriculum.



Entrepreneurial Projects

10 entrepreneurial projects were initiated, with several earning profits that were reinvested into the ventures.

Family Involvement

Kash Kids conducted 20 parent workshops, with an average attendance of 20 parents per session, educating families on financial literacy and encouraging a supportive learning environment at home.

3000+

Total Students Served

Kash Kids reached over 3,000 students in 2023 through various programs and workshops.

Twyla and her team at Kash Kids are the absolute BEST! I have tapped into her financial expertise for several events that I have hosted and she far exceeded my expectations with her wealth of knowledge and practical approach. Her specialty is teaching finances to children, however, she is flexible and able to reach even the "young at heart" and teach it on a level for all to understand. She also had several books that are great! I highly recommend Kash Kids for any of your financial needs.

**-Tonya Jones
Impact Center, Atlanta, GA**



1000+

Community Event Attendees

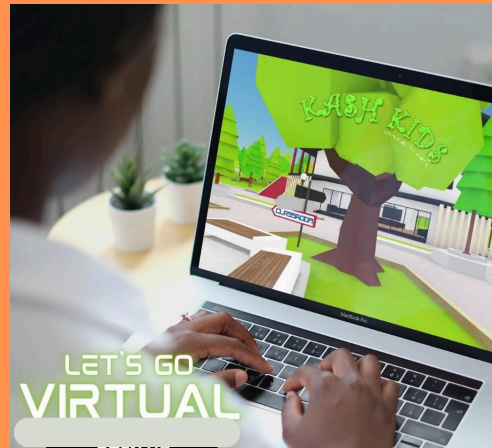
Kash Kids organized 10 community events focused on financial education, attracting over 1,000 attendees and fostering a culture of financial awareness and empowerment within the community.

New Initiatives



About Kash Kids World

Kash Kids World is an innovative financial education platform designed by our founder, a prolific author in children's financial literacy. It is a dynamic platform that fosters education through immersive experiences. Learners can choose from a virtual reality or Web-based version of Kash Kids World.



Virtual Reality (VR) and Web-Based Versions

VR Experience:



Engage with Oculus Goggles

Dive into a captivating VR world wearing Oculus goggles.



Kash Kids Adventures

Explore financial concepts through interactive VR adventures.



Financial Literacy Workshops

Virtual workshops for deeper understanding.

Web-Based Version:



Accessible Anywhere

No goggles? No problem! Experience Kash Kids World through a user-friendly Web-based version.



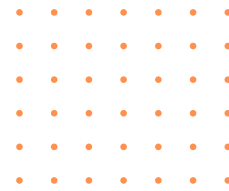
Augmented Reality Books

Our founder's books come to life, enhancing financial literacy through AR technology.



Interactive Modules

Engaging content and activities for a seamless learning experience.



Event Highlights

January 4, 2023 – Ribault RAW Program

Kash Kids partnered with the Ribault RAW program to engage high school students in an interactive discussion about adulthood. The session included a dynamic scavenger hunt that emphasized the differences between investing and saving, culminating in a cash prize for the winning team.

June & September 2023 – Virtual Trainings with Eazy's Trading Lounge

In collaboration with Eazy's Trading Lounge, Kash Kids conducted four virtual training sessions during June and August. These sessions, which attracted approximately 50 participants from across the nation, covered critical financial topics such as investing, saving, and the stock market.

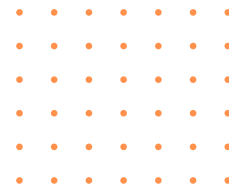
July 29, 2023 – Kids Financial Literacy Seminar

Kash Kids hosted a seminar dedicated to teaching children about money management through literature, specifically using the book *Where Is My Money?* by Twyla Prindle. Parents were guided on utilizing the accompanying curriculum and workbooks and received a QR code for ongoing weekly financial lessons via email.

July 2023 – Kids Financial Adventure Series with Jacksonville Public Libraries

A series of events titled Kids Financial Adventure were held at Brown Eastside Library, University Park Library, and Webb Wesconnett Libraries. These sessions, aimed at children, focused on budgeting, saving, credit, and investing. Participants engaged in interactive games, trivia, and scavenger hunts, receiving books and prizes for their involvement.





Event Highlights

August 5, 2023– 180 Group Basketball Tournament

In partnership with the 180 group, Kash Kids participated in a city-wide basketball tournament. While teams and their families waited for their games, they rotated through stations that provided financial literacy education on savings, investing, and the stock market. The event attracted approximately 800 attendees.

August 10, 2023 – Financial Literacy Webinar for Parents

Kash Kids hosted a webinar aimed at parents interested in resources to train their children in financial literacy. The session, which had 30 participants, provided valuable insights and tools for teaching kids about money management.

August 23, 2023– PenFed Bank Financial Literacy Kits

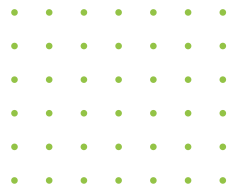
Kash Kids collaborated with PenFed Bank to organize an event where employees painted piggy banks and packaged them with crayons and a coloring book to create financial literacy kits. These kits were distributed to K-2 students in the Kash Kids program.

September 21, 2023 – Partnership with Princess and Company

A series of events titled Kids Financial Adventure were held at Brown Eastside Library, University Park Library, and Webb Wesconnett Library. These sessions, aimed at children, focused on budgeting, saving, credit, and investing. Participants engaged in interactive games, trivia, and scavenger hunts, receiving books and prizes for their involvement.



Event Highlights



October 2023 – Reading Trunk or Treat

Kash Kids hosted a Reading Trunk or Treat event for Halloween, drawing close to 200 parents and children from the community. The event featured readings of financial literacy books and the distribution of mini financial literacy kits with candy. Snack packs were provided by Chase Bank.

December 1, 2023 – Video Game Tournament

Our high school students and interns organized a video game tournament to help recruit more students to participate with Kash Kids. The event was successful in attracting interest and engagement from the community.

December – Fidelity Cares Partnership with FIS

In partnership with FIS, Kash Kids participated in Fidelity Cares, where partners and employees assembled financial literacy kits for KIPP High School teachers and students.

Elves in Business Field Trip

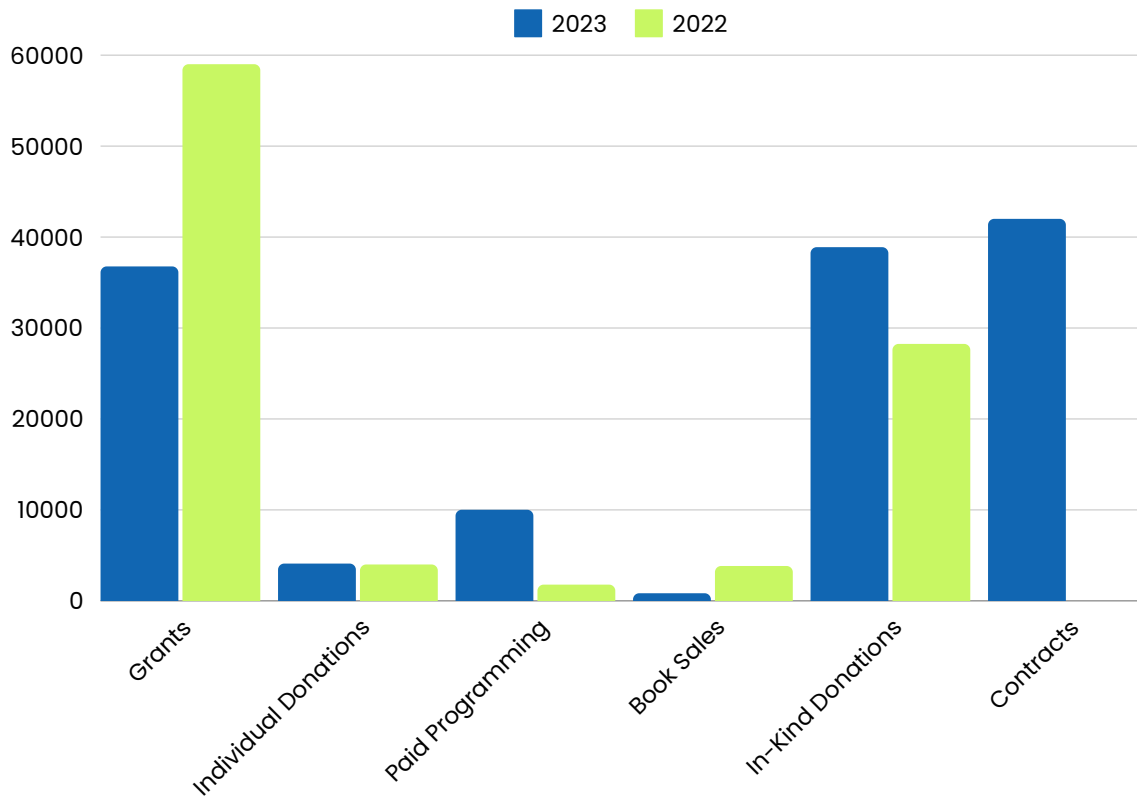
Kash Kids organized the Elves in Business field trip to teach students about entrepreneurship. Supported by businesses like Bank of America, Blue Cross/Blue Shield, and 1 Bridge Connect, the event featured rotations where students learned about business and entrepreneurship. Each student received \$5 to shop in the store at the end of the event.



Financial Overview

Revenue

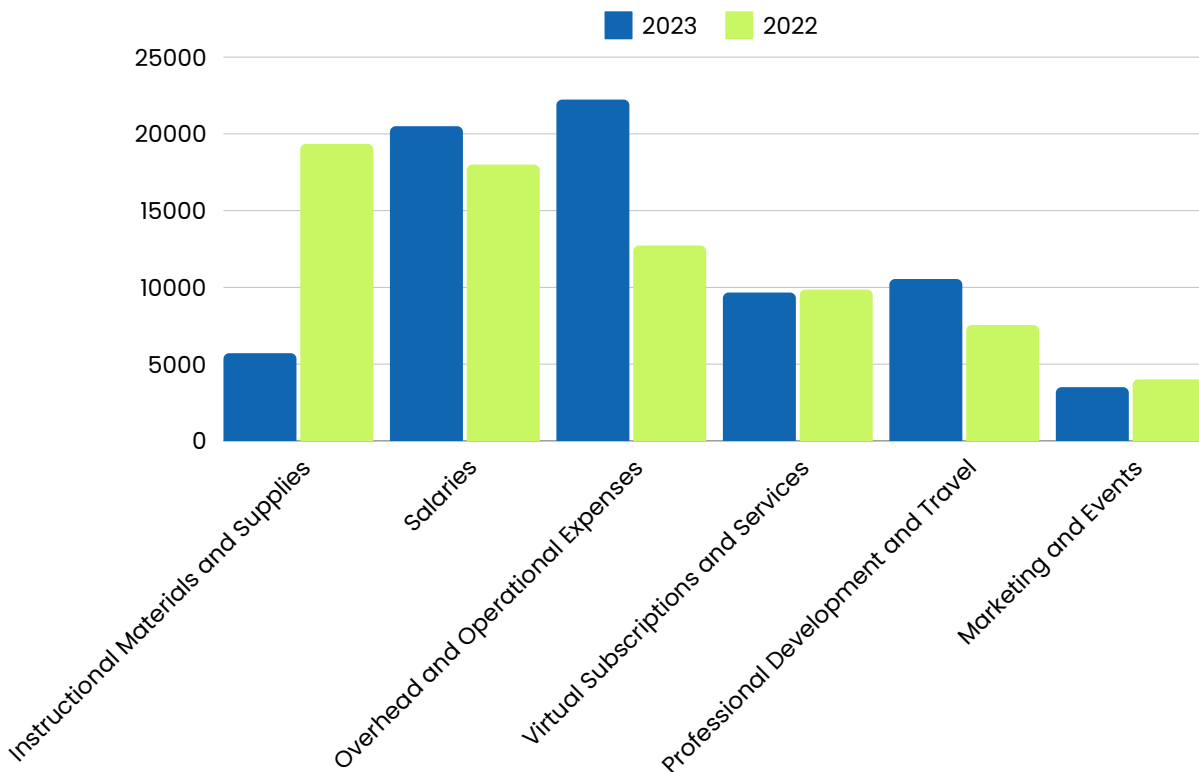
	2023	2022
Grants	\$36,770.00	\$59,003.52
In-Kind Donations	\$38,887.00	\$28,251.00
Individual Donations	\$4,100.00	\$4,000.00
Book Sales	\$837.73	\$3,834.62
Paid Programming	\$10,016.00	\$1,785.80
Contracts	\$42,000.00	\$0.00
Total	\$132,610.73	\$96,874.94



Financial Overview

Expenses

	2023	2022
Instructional Materials and Supplies	\$5,713.00	\$19,350.29
Salaries	\$20,500.00	\$18,000.00
Overhead and Operational Expenses	\$22,236.00	\$12,729.50
Virtual Subscriptions and Services	\$9,664.00	\$9,854.00
Professional Development and Travel	\$10,545.00	\$7,545.00
Marketing and Events	\$3,500.00	\$4,009.25
Total	\$72,158.00	\$71,488.04










Financial Overview

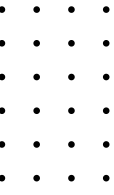
Financial Summary

	2023	2022
Revenue	\$5,713.00	\$19,350.29
Expenses	\$20,500.00	\$18,000.00
Net Income	\$60,452.73	\$25,386.90

With additional financial support, Kash Kids could:

-  Reach more students
-  Host more community events to engage and educate families
-  Develop and distribute new educational materials
-  Support the expansion our virtual reality platform
-  Offer more hands-on learning experiences
-  Enlist additional educators to support expanded programming
-  Create scholarships for students

Special Thanks to Our Partners!



Partners are businesses and organizations that have longer-term collaborative relationships with Kash Kids. Partnerships are strategic, with both parties working towards common goals in alignment with their organizational missions.



United Way of Northeast Florida



Sky Life, Inc.
Imani 3D Printing
LWL Scents

Donor Acknowledgments

Kash Kids would like to thank the individual, nonprofit, and corporate donors who through their financial or in-kind donations have contributed to our ability to offer engaging and impactful financial literacy education to kids across age groups.

Corporate and Organizational Donors

Bank of America
Chase Bank
Chipotle
City of Jacksonville
Duval County Public Schools
Fidelity
Ivey League Auto Sales
Oriental Trading Company
Ross Dress for Less
Truist Bank
Warners Human Services

Individual Donors

Valerie Esguerra
Andrea and Quiana Fluellen
Latitia Henderson
Keith Ivey
John Prindle
Shirley Prindle
Natalie Sheppard
Eddie Swain



Kash Kids

Organizational Structure

Staff

Twyla Prindle, Founder and Executive Director

Archel Orit, Administrative Assistant

Board of Directors

Stephanie Bewley, Marketing Consultant

Tillery Durbin, Vystar Credit Union

Youlanda Henry, Florida State College at Jacksonville

Kara Krall, Vystar Credit Union

Johnathan Lightfoot, Symbiant Inc.

Anthony Norell, Florida State University

Nicole Shemwell, Advanced Hair Care and Wellness Spa

KASH KIDS

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The Future of Kash Kids

Our future plans for Kash Kids are to expand our reach and impact by introducing innovative financial literacy programs, with a special focus on entrepreneurship to empower kids to start making money now to invest and save. We'll enhance Kash Kids World, our virtual reality platform, and develop new educational resources tailored to diverse communities. We aim to foster deeper partnerships with schools and community organizations, increase engagement through interactive events, and create more opportunities for hands-on learning experiences. By continuously improving our curriculum and leveraging technology, we strive to empower more K-12 students with the essential money management skills they need to lead financially successful and struggle-free lives.

For More Information:



<https://kashkids.org>



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