

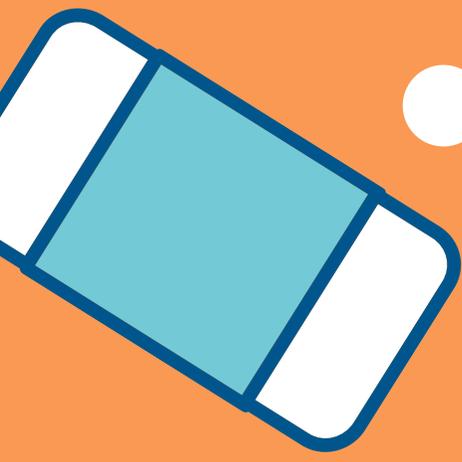
KIPP DC FINANCIAL LITERACY WEBINAR REPORT

Prepared by:
Fletcher Education Solutions



"I'm on a pursuit to becoming debt free and financially fit. Helping my sons become fiscally responsible while remaining debt free is a big motivator for me."

-KIPP DC Parent



PARTICIPANTS

Total Registrants: 147

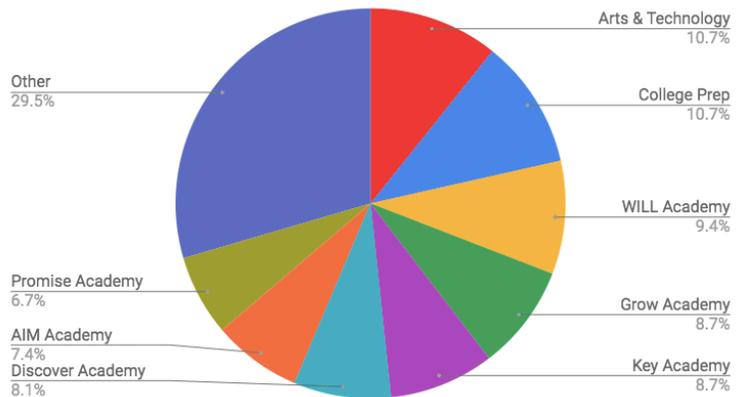
Registered for 2+ Sessions: 89%

Registered for all 4 Sessions: 61%

REGISTRATIONS BY SCHOOL

Number of registrations per school. Data includes schools with 10+ registrants. Full data set available upon request.

Participant Registrations by KIPP DC School (N = 10+)

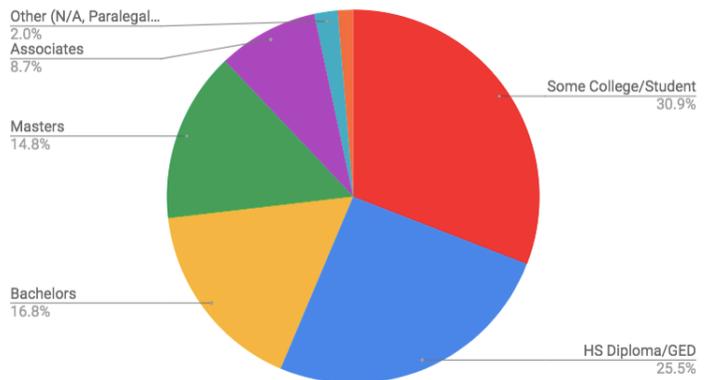


"As a single mom, I like to learn key strategies to building wealth. I have been wanting to step out with really getting into the business world but fear always takes over."

-KIPP DC Parent

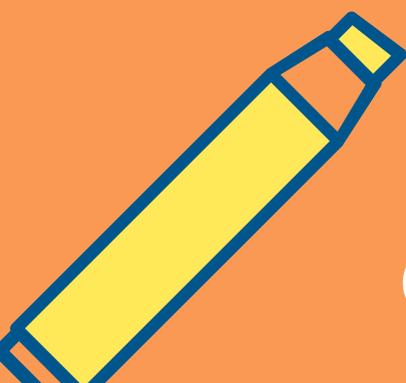
REGISTRATIONS BY LEVEL OF EDUCATION

Participant Registrations by Education Level



KEY FINDINGS

- There was at least 1 registrant from every KIPP DC school.
- 50% of KIPP DC schools registered at least 10 parents.
- FES received between 5 and 10 individual follow-up emails after each session.



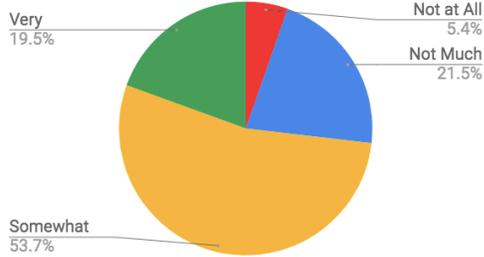
PRE-SURVEY

Question

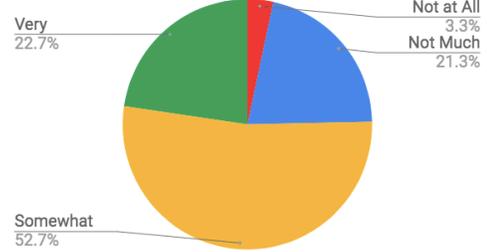
How familiar are you with 1) financial literacy, 2) managing family and money, 3) entrepreneurship, and 4) real estate investing?

Results

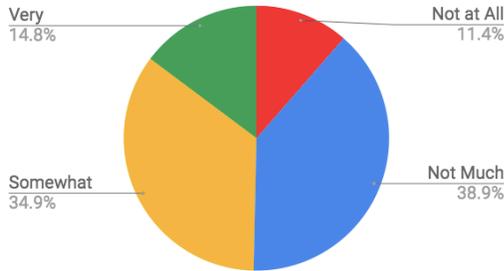
How familiar are you with Financial Literacy?



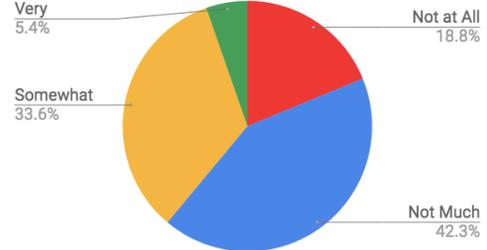
How familiar are you with Managing Family and Money?



How familiar are you with Entrepreneurship?



How familiar are you with Real Estate Investing?



KEY FINDINGS

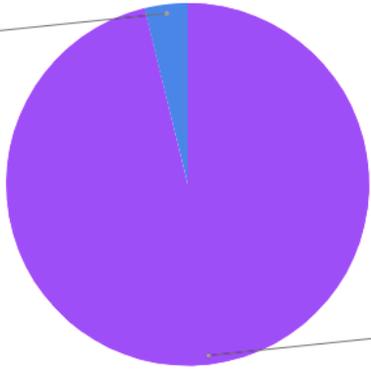
- Order of sessions proved to be appropriate and beneficial for participant growth over the course of the series.
- Despite nearly 75% of registrants initial thoughts on their familiarity and comfortability with the Session #2 topic: Managing Family and Money, this session garnered the most discussions and follow up questions.
- Participants are interested in learning more about how to manage their relationship with their children and money.

"Another great session and I appreciate the advice about having your kids watch financial literacy videos."
-KIPP DC Parent/Guardian

POST-SURVEY

Did you gain valuable information from the session that you can use moving forward?

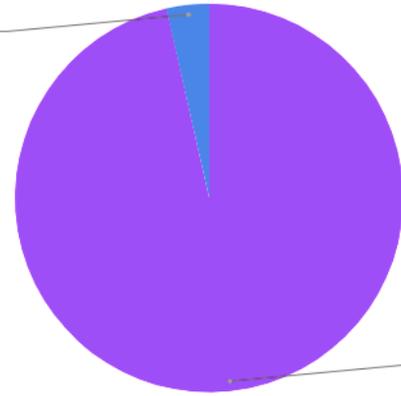
Somewhat
3.8%



Yes
96.2%

Will you join the next session?

Other
3.6%



Yes
96.4%

"Love doesn't always mean spending money. There are free things to do especially in this area. Spending time together is more important. Good topic."

-KIPP DC Parent/Guardian

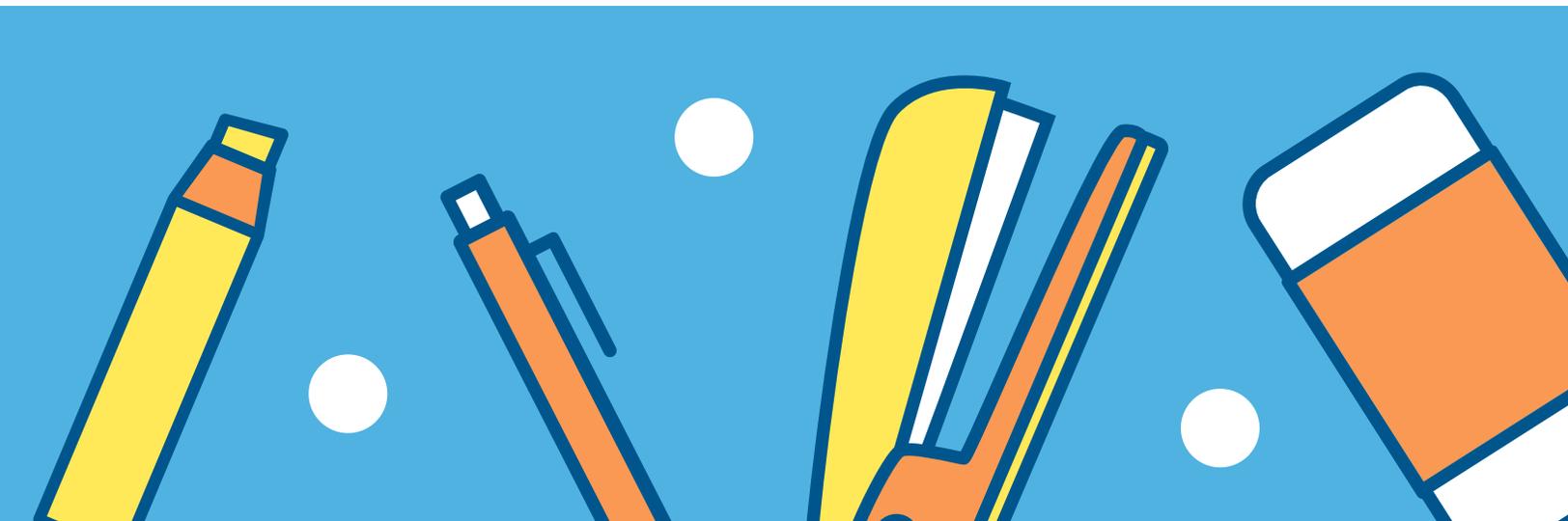
KEY FINDINGS

The following are specific session topics participants found most beneficial:

- Session #1: Budgeting
- Session #2: Budgeting (for children)
- Session #3: Starting a Business/LLC
- Session #4: Budgeting (for investments)

Additional Notes:

- 28 post surveys were submitted (18.9%)
- Over 95% of those surveyed responded "yes" when asked if they gained helpful knowledge.
- Over 95% of those surveyed responded "yes" when asked if they would join the next session.



FES RECOMMENDATIONS

01

Create a workshop series focused solely on parents/guardians and financial literacy education for students.

02

Offer in-person workshops to engage with parents/guardians using hands-on activities.

03

Create KIPP DC branded budgeting documents and hand-outs for parents/guardians.

CONTACT US

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Fletcher Education Solutions



"I am excited to begin my journey to becoming debt free!"

-KIPP DC Parent/Guardian

