Goodwill Keystone
PRESENTS

women of WEALTH

An exciting new initiative designed to address the unique challenges faced by all women pursuing financial security, with a special focus on supporting women of color.



WoW's Mission:

To equip women of all ages with the knowledge, tools, and resources needed to enhance their financial well-being, laying the foundation for a legacy of prosperity within their families and communities.

If interested in learning more about the **WoW Program** and how to get involved, please contact:

Taylor Gilbert
WoW Program Director

tgilbert@yourgoodwill.org
610.858.5137

The WoW program is designed to be flexible!

We aim to ensure that all women can participate by offering adaptable learning experiences, including in-person and virtual sessions, both group and one-on-one, along with follow-up services.

What WoW has to offer!

The WoW program is committed to imparting essential financial knowledge that spans:

- Earning: Boost your income potential
- Spending: Master smart money choices
- Saving: Build a secure financial future
- Investing: Grow your wealth strategically
- Debt Management: Conquer and control debts
- Asset Protection: Safeguard what you've earned
- Beyond Basics: Explore entrepreneurship, gig economy, and more
- Generative AI: Learn how to use cutting-edge AI tools to boost financial and entrepreneurial success
- Other Tech Tools: Navigate financial goals with modern resources

Scan to learn more about WoW!

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PROGRAM CURRICULUM

Your Future Self: Where It All Begins
- Learn about concept of future self
- Envision future self
- Set goals and 90 day action steps for future self

Basic Financial Concepts (The Basics): Earn, Spend, Save, Invest, Borrow, and Protect
Topics for Young Adults Include:
- Setting goals and making financial decisions
- Making the most of your income
- Saving for your goals and your future
- Building your credit history
- Living on your own

Topics for Adults Include:
- Building your financial future
- Managing debt
- Protecting your identity and other assets
- Your spending and savings plan
- Credit reports and scores

Entrepreneurial Content:
- Entrepreneurial mindset
- Business planning
- Capital/funding
- Inventory
- Marketing
- Leveraging AI tools to streamline business operations, conduct market research, and enhance digital marketing strategies
- Practicing all the above using 3rd party reselling

AI-Enhanced Financial Education:
- Understanding the role of AI in personal finance
- Using AI tools for budgeting, savings goals, and financial planning
- Exploring ethical considerations and digital literacy in an AI-driven world

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