

Eliminating Financial Illiteracy – it can be done!

By Peter Murphy

Wouldn't it be great if we could wave a magic wand and eliminate financial illiteracy throughout our country? Nothing is quite so simple, but educating the majority of people to improve their financial decision making ability is possible. After all this isn't brain surgery. Anyone with a desire to learn and access to financial educational resources can develop the necessary skills to provide for themselves and their families for life.

Eradicating financial illiteracy was the impetus behind the creation of The Society for Financial Awareness (SOFA) in 1993. SOFA is a non-profit, educational speaker's bureau which provides companies, organizations and churches free seminars to assist them with educating their employees and members. SOFA's mission is to:

- Eliminate financial illiteracy
- Enlighten the public through financial education
- Empower all individuals to take charge of their finances
- Embrace our communities by building relationships through trust, integrity and public service

These seminars are offered pro-bono by local professionals who joined forces to provide for the common good of their communities – by donating their expertise and time to educate the public in seven different disciplines of financial literacy:

- Financial Planning
- Tax Planning
- Wellness – both physically and fiscally
- Mortgage
- Real Estate
- Estate Planning
- Final Arrangements

SOFA speakers provide a series of one hour seminars, representing their topics of expertise with generic, fact filled information which is educational in nature. Handouts of each presentation are provided to aid in the learning process and these seminars are both entertaining and informative. SOFA strictly prohibits solicitation and product representation during seminar presentations.

Experience has proven that working with local businesses and organizations is the most advantageous way for SOFA to educate community members. By teaming with human resource departments, program coordinators and executive pastors, SOFA is able to accommodate company financial training obligations with its team of experts. These SOFA speakers help seminar attendees discover strategies to manage and

improve cash flow, design budgets, address investment and insurance issues, and many other aspects of their finances.

SOFA was created in California, but the organization quickly expanded throughout our country and today it operates in thirty three states and the District of Columbia. It has helped hundreds of establishments and worked with school districts, military organizations, federal, state and local governments, churches, unions and all sizes of corporations including Fortune 500 companies. SOFA is committed to improving everyone's financial situation by providing seminar attendees the tools necessary to make competent financial decisions.

If you work for a company or belong to an organization which would benefit from a relationship with SOFA, please pass this article on to the appropriate authority or have him/her call me for more information.

Don't feel neglected if you are self-employed, a small business owner, retired, unemployed, or don't meet the above criteria. You can benefit from the same series of workshops by visiting www.meetup.com/NMSOFA, joining this group and participating in the bi-weekly series of seminars held in the Santa Fe area.

Procrastination is the curse of a successful financial plan, so get off the coach and jump on the SOFA!

To find out more information about SOFA visit www.sofausa.org or call me to help you get started. This series of free educational courses will provide you the education necessary to become fiscally fit.

Captain Peter Murphy, US Navy Ret., is a Retirement and Estate Planning Specialist with American Prosperity Group and the New Mexico SOFA Chapter President. You may contact him at (505) 216-0838 or PeterMurphy@IAPG.com. Check out our website: www.IAPG.com. Securities and Advisory Services offered through BCG Securities, Inc. Member FINRA, SIPC and a Registered Investment Advisor. APG & BCG Securities, Inc. are separate and unrelated companies. Each APG Office is independently owned and operated. *Guarantees based on the claims paying ability of the insurance company.