Financial Investments: A Resource to Reach the American Dream

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The goal of the initiative is the expansion of a national model for financial education and the development and implementation of investment education program for Latino youth and their families. In response to the low percentage of Latinos with investment accounts and employed in the investments industry, ASPIRA has developed this initiative designed to increase the number of Latinos investing. The proposed program goal will be accomplished by implementing the following program components:

- Investments Curriculum: A bilingual introduction to investments curriculum (English and Spanish) for students and young adults entitled “Investments, a Resource to Reach the American Dream” to be implemented on-site and available through the Web.
- Web-based Train-the-Trainer: A web-casting train-the-trainer program to reach 120 Latino community-based organizations in the use of the curriculum and the career awareness strategy.
- National Dissemination Strategy: A national project dissemination strategy that will include Web-based materials dissemination, TV PSA’s and talk-show participation on HITN-TV, the first and only media conduit offering educational, enriching and empowering content to our nation's fastest growing ethnic group.

Curriculum PDF files

- Program Introduction [2]: Participants version pdf file.
- Program Introduction [3]: Facilitators version pdf file.
- Appendix A: Participants Intake Form [4]
- Appendix B: General Telease Form [5]
- Appendix C: Workshop Evaluation Form [6]

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- Appendix D: Program Evaluation Form [7]
- Program Introduction Power Point presentation [8]
- Binder cover [9] pdf
- Binder spine [10] pdf

Curricular modules are designed to be binded using a 2.0" three ring binder, with a clear plastic outside pocket and spine. Download and print cover and spine for each version (participant and facilitator manuals).

To download these files you will need Acrobat Reader. [11]

Multimedia Resources

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The following is a collection of audio and video resources available in support of the investments financial education program:

- **Audio PSA Collection**
- **Video PSAs Collection**
- Investment Education Video Segments
  - Administrando su cuenta 401(k)

Audio PSA Collection:

- **Audio** PSA # 1. A Danny lo aceptaron en la universidad **[13]**
- **Audio [14]**PSA # 2. Vacaciones o ahorramos para nuestro retiro **[14]**
- **Audio [15]**PSA # 3. Comprando un nuevo par de zapatos **[15]**
- **Audio [16]**PSA # 4. Celebrando el baby shower de Carmen **[16]**
- **Audio PSA # 5. Invirtiendo temprano para la educacion de nuestros hijos** [17]
- **Audio PSA # 6. Invierte para tu jubilacion** [18]
- Audio PSA #7 Realmente lo necesitas? **[19]**
- Audio PSA #8 Interes Compuesto **[20]**

Video PSAs Collection:

- Video PSA #1. Invirtiendo en la educacion de nuestros hijos **(lenght 30 seconds)**
- **Video PSA #2.** La importancia de invertir para nuestro futuro **(lenght 30 seconds)**
- **Video PSA #3.** Invirtiendo para el futuro de sus hijos **(lenght 1:40 minutes)**
- **Video PSA #4.** Invirtiendo para sus mejores años, su retiro **(lenght 30 seconds)**
- **Video PSA #5.** Invirtiendo para sus mejores años, su retiro **(lenght 1:40 minutes)**

Invirtiendo en la educacion de nuestros hijos (Public Service Announcement sponsored by the FINRA Investor Education Foundation, lenght 30 sec.):

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La importancia de invertir para nuestro futuro: (Public Service Announcement sponsored by the FINRA Investor Education Foundation, lenght 30 sec.):

Invirtiendo para el futuro de sus hijos (Public Service Announcement sponsored by the FINRA Investor Education Foundation, lenght 1:40 min.):

Invirtiendo para sus mejores años, su retiro. (Public Service Announcement, sponsored by the FINRA Investor Education Foundation, 30 secs.).

Invirtiendo para sus mejores años, su retiro. (Public Service Announcement, sponsored by the FINRA Investor Education Foundation,1:40 minutes).

Introduction to Investing

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Hispanics are the largest, youngest, and fastest growing minority group in the nation. With more than 44 million (including Puerto Rico), Hispanics are the second largest segment of the U.S. labor force. Business leaders throughout the country have begun to notice that Latinos, once regarded as predominantly having lower income, are fast becoming the nation’s largest population segment, with the extraordinary potential of also becoming one of its most affluent. Our community has spending power into the trillion-dollar range. It is marked by its diversity and youth. Its work ethic, combined with its sheer numbers, means Latinos could have the power to influence the entire U.S. economy in the

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