



3RD DECADE®

ANNUAL **REPORT**

Changing Financial Futures Forever,
Starting Now

2022

THE FACES OF 2022

Since transitioning to an online platform in 2020, the one thing 3rd Decade has missed is seeing our participants' faces. While we get to virtually engage with them in a handful of different ways, we love to be able to look back on some of the faces we've impacted. 3rd Decade asks new participants to share a photo of themselves. Take a look at the responses! We love to see the diverse individuals and communities we serve.



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REFLECTING ON 2022

Dear Friends,

2022 was a year of immense growth and advancement for 3rd Decade! We are incredibly proud of the accomplishments that the organization has achieved and the barriers we broke in service to our program participants as we advanced our mission forward.

The continued support and contributions from our partners and supporters throughout the year helped us reinvest in our organization in 2022 to impact those we serve directly. Those investments have included:

- Conducting a national search and bringing on our new Executive Director
- Bringing on a Director of Mentoring and Volunteer Services to develop and grow our mentoring program
- Hiring a Bilingual Mentor to better serve our Spanish-speaking participants
- Investing in new technology solutions to ensure our programs are more efficient and user friendly
- Developing a new strategic plan to guide our work through 2025

Each of these pieces have led us to double the number of volunteer mentors available to serve our participants, develop a revamped mentor training program, and improve the overall participant experience in our program in 2022.

Partnerships have also been key to our success this past year. Dimensional Fund Advisors doubled down on their partnership with their financial support and the recruitment of mentors from the financial services firms they partner with. The Charles Schwab Foundation partnered with us and committed to providing long-term support for our mission, and we amplified our relationship with the Dorrance Foundation to expand our partnership to benefit their alums and current students. These are but a few examples of organizations that recognize the ways in which we successfully serve our participants and have joined us in service of our mission.

These achievements would not have been possible without the commitment we receive every day from our Board of Directors, staff, volunteers, and supporters. We are in awe of your continued dedication and hard work in advancing our mission. Our participants are better equipped to handle their financial futures due to your support and commitment!

As we look ahead, we are excited about the implementation of our new strategic plan and the continued dedication of our supporters to our mission and vision as we strive to make a positive impact in the lives of the young adults we serve.

With Regards,



A handwritten signature in gold ink.

Joe'Mar Hooper
Executive Director



A handwritten signature in gold ink.

Bob Swift
Board Chair



2022-2025 STRATEGIC PLAN

Throughout 2022, 3rd Decade staff and board members underwent a new strategic planning process to outline the growth of our organization over the next three years. The result was a plan that created goals for organizational operations, mentor and volunteer development, DEI, and, most importantly, the best ways to grow and expand our programs to serve our participants. Our strategic plan can be found on our website.

OUR NORTH STAR

By 2025, 3rd Decade will expand its reach to serve an ever-increasing number of young adults as we become a recognized leader in financial education, mentoring, and engaging with our communities, with substantial reach throughout the southwest region while growing our presence nationally as a destination for volunteer mentors and young adults seeking financial knowledge.



OUR PHILOSOPHY

Financial Education For All

3rd Decade believes that financial education and guidance should be available to all individuals, regardless of background or socioeconomic status, and should not be reserved exclusively for the financially privileged. Financial stability and security lead to greater national and community economic health. We believe those who are willing to put in the work toward achieving their financial goals deserve unbiased, actionable financial guidance. Beyond education, we have found that two years of mentorship with a trustworthy professional to support their financial journey is an integral element for those who are motivated to establish the patterns and behavior that will lead to long-term success. We aim to increase trust in the financial industry and empower individuals to reach their financial goals through universally accessible education and conflict-free mentorship.



BOARD OF DIRECTORS



Bob Swift - Board President
Founder and Advisor at TCI Wealth Advisors

"Education plus inspiration = transformation. That is what 3rd Decade is doing for young people who are mostly ignored by the financial community. And what a team we have getting it done. Stay tuned...it will only get better!"



Jeff Locke, CFP® - Treasurer
Financial Planner at AWM Capital

"I serve on the 3rd Decade board because I truly believe it is a one-of-a-kind financial literacy nonprofit. Financial education combined with mentorship has shown amazing results and I want to do what I can to help grow 3rd Decade and spread that impact nationwide."



Desiree Cunningham - Secretary
Senior Content Marketing Manager for Skillcrush

"I serve on the 3rd Decade Board because, as a program alumna, I know first-hand the difference the organization makes in its participants' lives — imparting invaluable knowledge and supporting students as they pursue financial balance. As a board member, I play a direct role in supporting the development of 3rd Decade's evolution and program growth. I could not think of a better way to pay it forward and give back to an organization that's played a part in my success!"



Ashley Ilardo - Director
Regional Director, Vice President at Dimensional Fund Advisors

"As a first-generation college student born to a young family, I continually think about the impact this program could have had on my family's life. Hearing from mentors about how rewarding it is to be with a participant when they realize how little changes now can lead to financial freedom down the road keeps me excited to work with the program."



Kerri Lopez-Howell - Director
Independent Consultant

"Serving on this board is important to me because far too often financial education and information are gatekept. 3rd Decade is increasingly improving our efforts to make this information accessible. It is exciting to serve an organization dedicated to access and equity in the financial space."



LIFETIME OVERVIEW

To date, 3rd Decade has onboarded over 1,500 participants and, at the end of 2022, had over 700 young adults graduate from our financial education program. Our 2023 goal is to onboard 500+ new participants and see nearly 400 new graduates from the program.

	'16	'17	'18	'19	'20	'21	'22	'23	Total To Date
Onboarded Participants	60	75	176	279	251	387	290	-	1,518
Alumni*	-	-	-	-	258	228	216	392*	702

*Participants graduate from the program two years post-onboarding with the exception of the 2016 & 2017 cohorts who were enrolled in a piloted 5-year program. Number shows graduating alumni that calendar year.

*Projected

\$ 65,741

Average Change in Alumni Net Worth

This number is calculated by finding the change in participants' starting net worth upon entering the program and net worth upon graduation from the program.

MAKING AN IMPACT IN 2022

“When I first started the program, I was honestly very scared. I was afraid I was going to get chastised for mismanaging my funds and have to overhaul my whole financial life. I was so relieved at the end of every class when the conversation felt so empowering. I felt like I was understood. I don't come from a financially literate family. It was actually frowned upon to discuss finances. This program helped me understand that I am not alone, I won't be in this forever and that I am supported as an individual. I felt cared for and heard as I navigate these different obstacles for the first time at 30 years old. Thank you very much for the life-changing support you have given me.” -Michele, 2022 Participant

“Thank you so much! As someone from a very low-income background, this class has helped me understand concepts around investing and saving for retirement that seemed so unattainable for me before. I believe the things I learned in 3rd Decade will make my financial future a brighter one.” -Rena, 2022 Participant

“Having a financial mentor who could meet me where I was and challenge me in the areas I needed to be challenged was priceless. What I learned from my mentor has changed how I manage and understand almost every aspect of my finances.” -Mathew, 2022 Alumni

“3rd Decade helped us have clearer conversations about money and what money means to us. This, in addition to increasing our overall financial literacy, made retirement savings, savings in general, budgeting, and everything else easier. We knew we needed to do it, but weren't sure how to get started so this program helped us to do that.” -Mary & Jacob, 2022 Alumni



2022 PARTICIPANT OVERVIEW

FINANCIAL EDUCATION IS A NECESSITY, NOT A LUXURY

2022 saw a growing trend of Millennials and Gen-Z seeking to improve their financial situations in a multitude of ways. The demographic we serve recognized, more so than ever in 2022, that the lack of financial education costs them money both now and in the future.

We had an influx of new applicants interested in our financial education program, with the average time on our waitlist being ~3 months. In large part due to the work to engage more volunteer financial mentors, we were able to increase the number of new participants served each quarter, see our most significant number of graduates to date, and fully clear our waitlist in Quarter 4.

	Q1'22	Q2'22	Q3'22	Q4'22	End of Year Total
New Participants	43	65	77	146	331
Ongoing Participants	599	536	475	413	-
Graduating Alumni	53	54	54	54	215

\$ 42,835

Average Gross Income of 2022 Participants

Eligible individuals have a gross income of less than \$75,000 or a two-earner household of less than \$120,000.

29

Average Age of 2022 Participants

We serve individuals ranging from ages 18-35.

79%

Of Participants Learn About Us Via Word-Of-Mouth

Other ways include social media, web searches, and ads.



PARTICIPANT OVERVIEW

DEMOGRAPHICS

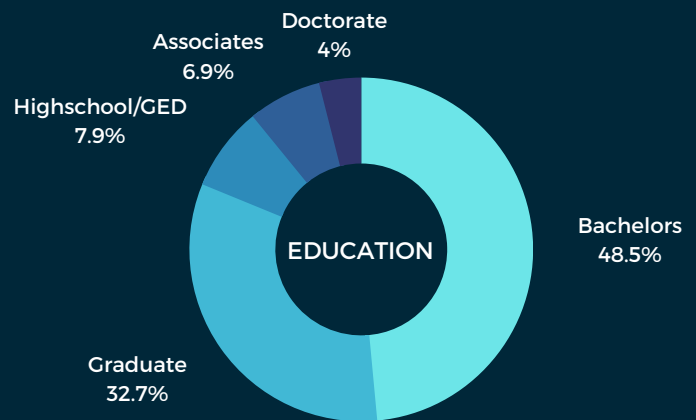
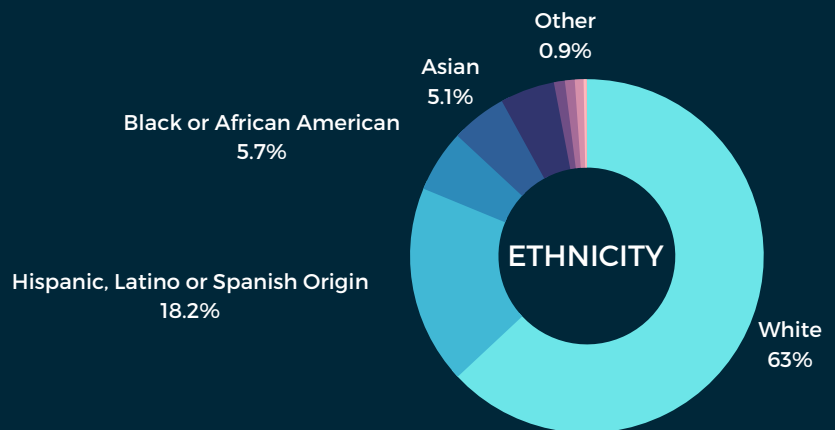
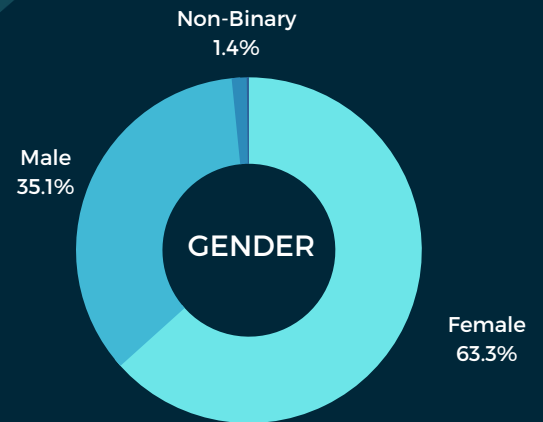
The two eligibility requirements of the 3rd Decade program fall on income and age. An individual household's gross income may not exceed \$75,000, and a two-earner household's gross income may not exceed \$120,000 combined. Additionally, all individuals must be between 18 and 35 at the time of application.

3rd Decade's participants continue to lean heavily female. Young women are seeking financial education because they recognize the importance of managing their finances, building financial independence, and achieving their long-term financial goals. Additionally, they want to empower themselves to navigate the gender pay gap and other financial challenges that women often face.

We have a working diversity goal to have our ethnicity demographics mirror those of the United States to ensure that all individuals have equal access to financial education regardless of their ethnicity.

3rd Decade serves individuals from a wide range of educational backgrounds, emphasizing the point that young individuals, regardless of education, are in need of and actively seeking out financial education to improve their financial future.

As always, we are continuously working to equitably serve all eligible individuals.



FINANCIAL MENTORS FOR ALL

INCREASING CAPACITY THROUGH VOLUNTEERS

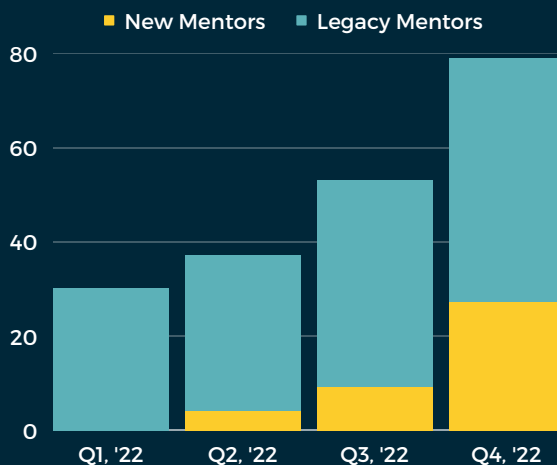
In 2022, the Mentor Training & Development Team standardized orientation, onboarding, and training of new mentors, in preparation for expanding nationwide access to the program.

Contributing to the ease and satisfaction of the volunteer onboarding process and confidence-building training program was the implementation of a volunteer management system (VolunteerMatters). This created a single platform to host all training updates, formalize policies, and track our volunteers' impact. The VMS afforded us the ability to engage prospective mentors across the country. By the end of 2022, we have financial mentors volunteering from 21 states, up from 8 states at the beginning of the year.

Expanded mentor recruiting methods and our deep partnership with Dimensional Fund Advisors have resulted in a more diverse mentor workforce, attracting younger professionals, many of whom are female, from a myriad of racial and ethnic backgrounds.

Further focusing on expanding access to the program for participants, 3rd Decade hired its first bilingual (Spanish-speaking) Financial Mentor, Dalia Rodriguez, to support participants whose native language is Spanish. For native Spanish speakers, expressing emotions and financial concepts are more easily and comfortably achieved in Spanish.

By the end of 2022, the number of volunteer financial mentors we had on hand increased by 163% to 79 mentors.



TRANSFORMING FUTURES

Two Languages At A Time



Being part of 3rd Decade has undoubtedly been one of the most satisfying experiences of my life to this day. It fills me with pride to be part of a group of individuals passionate about transforming lives through a program that combines financial education and support for its participants. It seeks to generate autonomy to make better financial decisions in young adults and take control of their finances.

Having a bilingual financial mentor on the team is an essential part of the mission and growth of the program, as it allows us to reach more communities and thus serve many more individuals. It also has a significant impact on the participants, whose first language is Spanish, since their native language allows them to connect and therefore express their emotions with more clarity and confidence. It also makes them feel represented and impacts how they build a trusting relationship with the mentor and implement changes by assessing their financial status with familiarity.

The change we are generating as an organization will transcend generations. From my role as a bilingual financial mentor, I feel grateful to be part of a bright future for 3rd Decade and contribute to the expansion of a program that transforms the lives of its participants and their families.

Hacer parte de 3rd Decade ha sido sin duda una de las experiencias más satisfactorias de mi vida hasta el día de hoy. Me llena de orgullo ser parte de un grupo de individuos apasionados en transformar vidas por medio de un programa que combina educación financiera y acompañamiento a sus participantes, busca generar autonomía para tomar mejores decisiones financieras en jóvenes adultos y tomar las riendas de sus finanzas.

Tener un mentor financiero bilingüe en el equipo es una parte esencial para la misión y el crecimiento del programa, ya que nos permite llegar a más comunidades y así servir muchos más individuos. Así mismo tiene un impacto significativo en los participantes, cuyo primer idioma es español ya que su idioma nativo les permite conectar y por lo tanto expresar sus emociones con más claridad y confianza. Esto también los hace sentirse representados e impacta la facilidad para crear una relación de confianza con el mentor e implementar cambios al evaluar su estado financiero con familiaridad.

El cambio que estamos generando como organización trascenderá generaciones y desde mi rol como mentor financiero bilingüe me siento agradecida de hacer parte de un futuro brillante para 3rd Decade y de contribuir en la expansión de un programa que transforma la vida de sus participantes y sus familias.



Dalia Rodriguez

Dalia Rodriguez
Bilingual Financial Mentor



PARTNERS & SUPPORTERS

3rd Decade has a number of partners and supporters that support our efforts in numerous ways, from providing financial support to supporting volunteer financial mentors and even awarding grants to the organization.

We are humbled by the recognition of the importance of financial literacy, and are honored to work alongside those who share our vision of empowering young adults with the knowledge and skills they need to achieve financial security and success.

Thanks to the ongoing support of our partners and supporters, we are able to continue to expand our reach and impact, and we look forward to continuing our efforts together in the years to come.



FOUNDATION



FINANCIAL MENTOR FIRMS



2022 DONORS

As we look back on another impactful year at 3rd Decade, we are overwhelmed with gratitude for the unwavering support of many amazing individuals. These generous donations have helped us to continue our mission of providing financial education and expand our reach and impact to equip young adults around the country with the tools, knowledge, and mentoring they need to navigate the complex world of personal finance. Additionally, this support has enabled 3rd Decade to develop new systems, enhance existing resources, and engage with communities across the country. We are honored to have continued support and partnership in our important work.

Alejandra A. Molina
 Andrew and Laurie Skipper*
 Anne Diener
 Archibald King
 Ashley Ilardo
 Bill and Sandi Moomey
 Bob and Marsha Kavaney
 Bob and Jan Poullette
 Brad and Trisa Summers
 Bruce and Nancy Harsha
 Bryan Friedman
 Capital Directions LLC
 Casey Galligan
 Catherine Nichols Glaser
 Cheryl Cahill
 Col. James Summers Knox
 Colin Wolff and Nikita Wolff
 Dale and Julie Butcher
 Dana Sandoval
 Danh Nguyen
 Daniel Van Denburgh
 David Earl Muhleman Ph.D.
 Deb Turner and Bud Rhodes
 Derrick Woodbury
 Douglas Friman
 Douglas Nelson
 Edward Jastrem
 Elizabeth Noble Rollings
 Elmer and Arlene Hansen
 Emily Esquivel
 Ethan Pinkley
 Frances Novak
 Gary and Joan Dill
 Geneva Heller
 Guy Holman
 Hugh Caldwell
 Jean Aspens and Tom Irons
 Jennifer Moscato
 Jennifer Nevenhoven
 Jeremiah Miller
 Jessica Swift
 Jill Provan

John R. Swift
 Karen and Joe Heller
 Kathy Ilyin*
 Katie Goble
 Kay Phillips
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 Laura Stepanek
 Laura Walton
 Lori Booth-Houle and Craig Houle
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 Marilyn Detloff
 Marsha Lorain Kavaney
 Martha J. Manders
 Mary Lynn Brunner
 Mascha Miedaner
 Matthew Lutheran
 Megan Kirts
 Megan Stiles
 Melissa Eddy
 Michael and Cindy Birgel
 Mickey and Michelle Abeshaus
 Natasha Carrillo
 Nicole James
 Nina Spinelli
 Paige Pierce
 Peter Ruggles
 Ralph and Rose Ralston
 Ray and Angela Yardy
 Robert and Lisa Swift*
 Roger and Ellen Howlett
 Rosa Gomez-Terlep
 Susan Ellis Finley
 Timothy Malan
 Tom and Patty Killoran
 Tracy Kathleen Stillwell
 Ulrich Zongo
 Veronica and Sam Swift*
 Vin and Laurie Nitido
 William Porter

* 3rd Decade Cornerstone Donors



THE 3RD DECADE TEAM



Joe'Mar Hooper
Executive Director



Megan Styles
Director of Mentor &
Volunteer Engagement



Nikita Wolff
Program Manager



Ramses Gaono Jacobo
Community Impact
Coordinator



Jennifer Edwards
Lead Financial Mentor



Dalia Rodriguez
Bilingual Financial Mentor



Nicole Del Percio
Operations Manager



Lacy Wolff Ewing
Marketing & Development
Manager



Nina Spinelli
AmeriCorps VISTA Programs
& Operations Coordinator

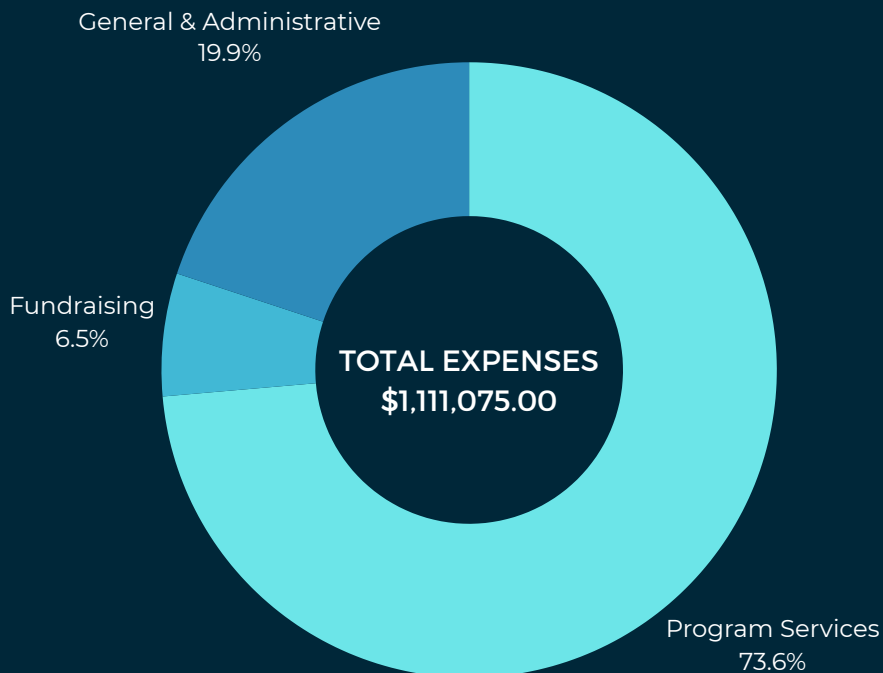
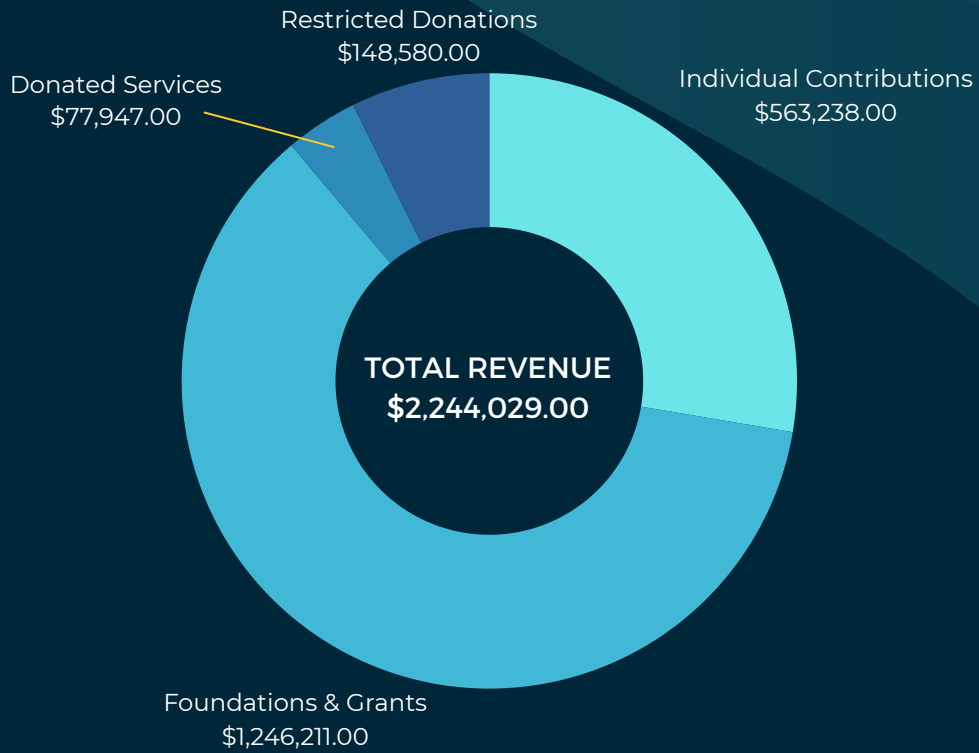


Financial Snapshot

Take a look at 3rd Decade's 2022 revenue, expenses, and net assets.

\$1,324,483

2022 Ending Net Assets





2022 ANNUAL REPORT

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