



ANNUAL REPORT

2023





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Reflecting on 2023

Hello to our 3rd Decade Community!

2023 was a year filled with successes and challenges that came with the exponential growth and progress 3rd Decade experienced. At the outset of the year, we set ambitious goals to better serve our participants while continuing to build the foundation of organizational sustainability to drive us into the future. Our success in achieving these goals has been a testament to the hard work and dedication of our talented staff, board of directors, amazing volunteers, and supporters.

Some notable achievements we had in the past year include:

- Onboarding over 700 new participants to the 3rd Decade Program
- More than doubling the number of volunteer mentors serving participants
- Offering mentoring services in Spanish

How did we manage to reach our goals? With the help of our supporters and advocates, we were able to:

- Add staff support and invest resources into our mentor program that allowed us to better support volunteers and improve mentor training, while creating space to recruit and retain more volunteer mentors from our partner firms and the community.
- Invest in our core program by implementing a new online classroom system to better engage our participants and make changes to our onboarding and participant engagement processes both pre-, during, and post-3rd Decade.
- Grow our marketing and participant recruitment process by adding staff support and investing in new marketing outreach opportunities.

In addition to our progress and successes, a notable achievement we saw in 2023 was the numerous stories of impact and transformation we consistently received from our participants.

"Before 3rd Decade, finances felt like an ocean of overwhelming concepts that I would surely drown in. Even as an accomplished woman in her 30s, I found myself feeling deep anxiety about the future and my financial stability. With this course, I was able to feel empowered in my financial future, changing the trajectory not only of my life, but the lives of those I love around me. Supporters of this program invest in meaningful, life-changing work that further empowers marginalized people to learn, grow, and build healthy habits that catalyze multi-generational change. I am grateful."

Stories like this remind us of the profound difference we are making TOGETHER! As we look to the future, we remain steadfast in our commitment to our mission and we want to thank you all for your support of 3rd Decade.

With gratitude,



Joe'Mar Hooper
Executive Director



Bob Swift
Board Chair



2022-2025 STRATEGIC PLAN

Beginning in 2022, 3rd Decade underwent a new strategic planning process to outline the growth of our organization through 2025. 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. This plan was our guiding force in 2023, leading our organization to achieve goals, create impact, and continue equitably serving young adults around the country. [Our full strategic plan can be found here.](#)

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 of 3rd Decade & TCI Wealth Advisors - Retired



Jeff Locke, CFP® - Treasurer
AMW Capital, 3rd Decade Volunteer
Financial Mentor



Desiree Cunningham - Secretary
SurveyMonkey



Kerri Lopez-Howell - Director
Independent Consultant



Ashley Ilardo - Director
Dimensional Fund Advisors



Sherri Trombly - Director
Charles Schwab



Mauricio Cortes, CFP® - Director
The Mather Group



T.J. Mitchell - Director
Maricopa County



THE 3RD DECADE TEAM



Joe'Mar Hooper
Chief Executive Officer



Megan Styles
Director of Mentor & Volunteer Engagement



Nicole Del Percio
Chief Operations Officer



Nikita Wolff
Senior Manager of Programs & Curriculum



Jeaneese Ayandokon
Mentor & Volunteer Coordinator



Lacy Wolff Ewing
Marketing & Development Manager



Elizabeth Miller
Program Associate



Dalia Rodriguez
Bilingual Financial Mentor



Claudia Campo Mirabent
Marketing and Social Media Intern



Making Strides

CREATING A DIFFERENCE FOR YOUNG ADULTS

“As a 3rd Decade alumna, I have first-hand experience as to how impactful this education and mentoring program is. Now, as 3rd Decade’s Senior Manager of Programs and Curriculum, I have the pleasure of working directly with 3rd Decade participants, supporting and encouraging them through the education piece of our program.

I had the pleasure of seeing and supporting 3rd Decade’s program as it continued its life-changing work this year. We surpassed our goal of onboarding 500 new participants located in 40 states, in addition to serving those already in our program!

2023 was our first year using our new Learning Management Software (LMS), and we’ve received resounding positive feedback from our students about their experiences in the online classroom. This has streamlined our classroom experience for participants, allowing them to easily access all materials, classwork, and resources in one educational environment.

3rd Decade is making strides to become an industry leader, garnering attention for how comprehensive, yet simple, our education is. Our program is being recognized by those in our communities, which allowed us to develop a version of our curriculum for an Arizona-based credit union to utilize as training materials.

I look forward to all the next year has in store for our organization, including reaching our goal to onboard 750 new participants, reaching individuals in all 50 states, and growing our alumni network.

I’m grateful to get to do the work we do and recognize that it would not be possible without the support we receive from donors, volunteers, partners, and our community. Thank you for being a part of the 3rd Decade Community and helping to change financial futures forever.”



Nikita Wolff

Nikita Wolff

Senior Manager of Programs & Curriculum



The Many Faces of 2023 Participants



LIFETIME OVERVIEW

To date, 3rd Decade has onboarded over 2,100 participants and, at the end of 2023, has had over 1,000 young adults graduate from our financial education program. Our 2024 goal is to onboard 750+ new participants and see over 250 new graduates from the program. These numbers include individuals served through our Community Impact Programs.

	'16-'18	'19	'20	'21	'22	'23	'24	Total To Date
Onboarded Participants	384	288	290	452	400	739	-	2,553
Alumni *	-	-	261	224	211	361	287*	1,057

*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

\$ 61,229

Average Change in Alumni Net Worth

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

Making an Impact in 2023



“The work that 3rd Decade is doing to promote financial literacy and sustainability is so important and fills a huge societal need. Their structure and program are going to have a huge impact not only on the lives of individual participants but also in terms of advancing equity and accessibility in the larger community. Receipt of reliable financial education and mentoring is a privilege that not everyone has equal access to, and I'm really grateful for 3rd Decade's true commitment to promoting widespread financial literacy and providing financial mentoring with no cost to participants. I know that my financial future is going to look very different (for the better) now that I've completed part of the program. And it means a lot to have been taught by an organization that isn't just paying lip service to promoting equity and social justice but actually doing the work to improve people's lives.” - **Frances, 2023 Participant**

“3rd Decade helped my husband and I so much with understanding our finances, setting up our retirement savings, and changing our behaviors with money. I'm not afraid to look at our finances anymore, nor to discuss them in a confident manner (no tears here). We've become debt-free, which feels amazing. Understanding this lead me to realize that other people like me who had no real financial education as a young person might miss out on making their own lives easier. I think it's such an important cause, that I've become a financial mentor myself. Explaining budgeting and how credit works makes me feel like there are more people out there able to do well for themselves, and perhaps even help others in the future.” - **2023 Financial Mentor**



2023 PARTICIPANT OVERVIEW

FINANCIAL EDUCATION FOR ALL

In 2023, 3rd Decade committed to increasing operational capacity in order to achieve the organization's goal of onboarding 500+ new participants. This included growing our volunteer pool, updating and streamlining participant-facing programming, and increasing marketing.

These efforts allowed 3rd Decade to go above and beyond its new participant goal for the year, enrolling 739 young adults in our financial education program and giving them the opportunity to take control of their financial futures. Additionally, the increased capacity allowed 3rd Decade to clear the existing waitlist at the start of the year and completely clear it each following quarter.

	Q1 '23	Q2 '23	Q3 '23	Q4 '23	End of Year Total
Onboarded Participants	210	188	172	169	739
Ongoing Participants *	686	596	465	415	-

* Ongoing Participants refer to current 3rd Decade participants who started the 2-year program in a previous year. This number decreases each quarter as Ongoing Participants complete and graduate the program.

1,314

Number of Individuals Served in 2023

This number includes new participants, ongoing participants, and graduating participants.

\$ 43,911

Average Gross Income of 2023 Participant Households

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 2023 Participants

We serve individuals ranging from ages 18-35.

85%

Of Participants Learn About Us Via Word-Of-Mouth

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



2023 PARTICIPANT OVERVIEW

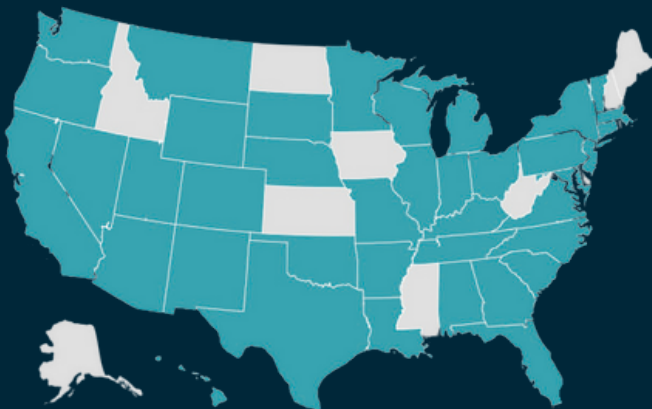
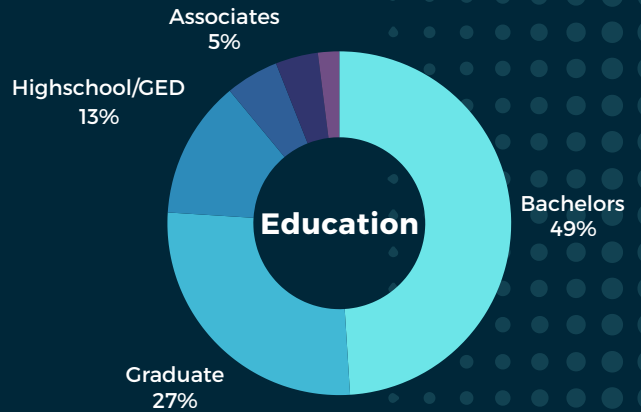
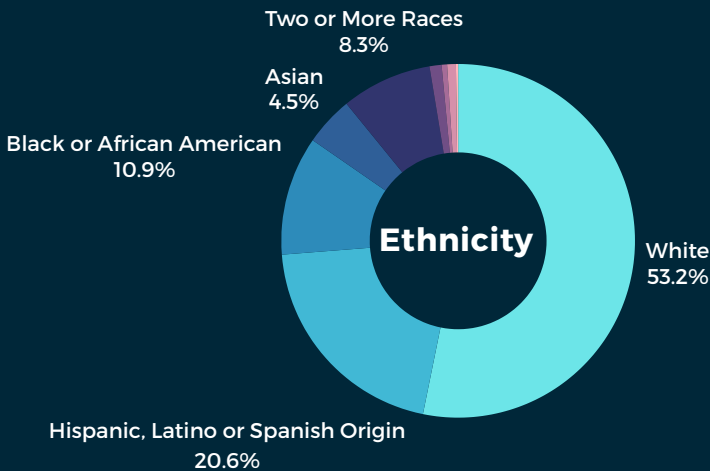
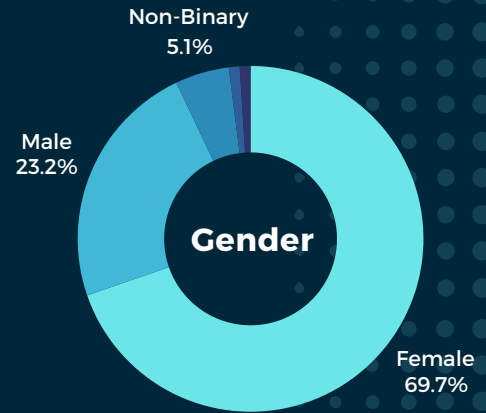
DEMOGRAPHICS

In 2023, 3rd Decade continued its commitment to serving a diverse demographic of young adults across the United States.

We maintained a strong focus on fostering inclusivity and diversity, with participants representing a variety of ethnic backgrounds and cultural heritages. Our program reached individuals from more diverse racial and ethnic groups than in previous years.

Additionally, our outreach efforts targeted individuals from various educational backgrounds, ranging from high school graduates to those pursuing higher education or vocational training.

We are proud to provide tailored financial education and mentoring support to a diverse cohort, ensuring accessibility and relevance to all participants regardless of their demographic characteristics.



40

Number of States 2023 Participants Are Located In

By expanding marketing and outreach to new locations and organizations, 3rd Decade was able to reach young adults across the United States.



Beyond Giving Back

Uniting Personal Passion with Professional Progress

"In 2016 I embarked on a quest to earn a Master's Degree in Family Financial Planning. I have been and am currently working for a hospital as a Biomed Technician, so this is totally out of my field. As I progressed through the coursework for the degree, I discovered that I had made some major mistakes in planning for retirement. I estimate these mistakes cost me somewhere between \$400,000 and \$1,000,000 in retirement dollars. This developed in me a desire to help others not to make the same mistake.

I passed the Accredited Financial Counselor® (AFC®) exam in February 2021 and started working on getting all the experience hours that I needed for certification. The deadline for getting the 1,000 hours was August of 2023. At the end of 2022, I was still around 300 hours short. I had been volunteering for another organization, but the clients were not very motivated, and if they even returned my calls, they rarely progressed past the initial information meeting, so I was struggling to complete the hours needed. I started looking for more hours to volunteer for and came across an ad for 3rd Decade.

I did a little research on 3rd Decade and found that their participants had already shown their motivation by completing the basic financial education classes prior to meeting with a Mentor. In addition, they have the Roth IRA contribution to incentivize the participants more. That is when I reached out to 3rd Decade and had my first conversation with Megan Stiles. I liked what she told me about 3rd Decade because the organization closely aligns with my personal philosophy on personal finances. I liked that it was aimed at 18- to 35-years-old because that was the age that I made my big mistakes. While I stayed out of debt with my personal finances, I did not have a clue how to plan for my retirement, let alone how much I would need.

I started volunteering for 3rd Decade in December of 2022 and, over the course of the next three quarters, was able to close the experience hour gap while volunteering for a mission I was passionate about. An additional factor in making that happen is that my supervisor, Megan is an AFC®, which made every experience hour I earned worth an hour and a half. I made it over the threshold with little room to spare, so that bonus time was critical for me to become an AFC®.

While it was great that 3rd Decade helped me finish my certification and become an AFC®, I have to say that working with their participants is even greater. The experience has been really rewarding, and I just saw one of my first participants double their net worth this last year. This person was really nervous about managing their money and now is very confident. It's incredible to see that kind of follow-through from participants and know that 3rd Decade volunteers are changing financial futures."



John Gross

John Gross, MSFP, AFC®

Volunteer Financial Mentor



Volunteer Overview

CHANGING LIVES ONE VOLUNTEER AT A TIME

Through their passion, expertise, and commitment, our mentors have provided invaluable guidance and support, equipping participants with the knowledge and skills necessary to navigate the complexities of personal finance and achieve their financial goals.

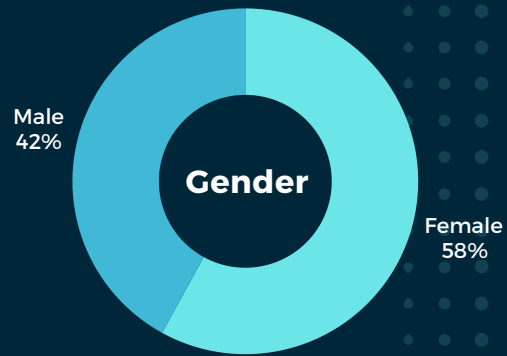
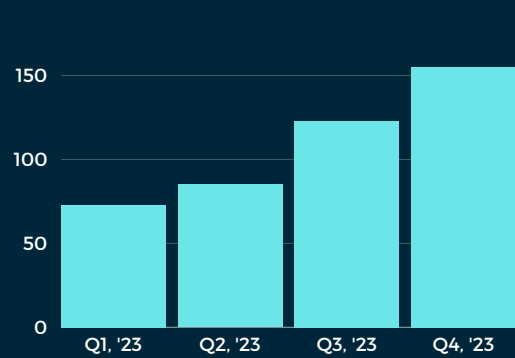
2023 saw a continuous increase in volunteers each quarter, allowing us to increase program capacity and effectively helping to secure our goal of onboarding 500 new participants.

\$ 281,449

In-Kind Support

This dollar amount represents both the time and services/products our volunteers, mentor firms, and supporters have contributed to 3rd Decade in 2023.

200 **Count of Financial Mentors**



Financial Mentor Firms

Empowering both personal and professional growth, these companies encourage and facilitate employee volunteerism.





Financial Mentoring & Beyond

Creating Impact Both With and For Our Volunteers

"In 2023, the Mentor Training & Development Team witnessed an incredible transformation with a significant increase in the number of volunteer Financial Mentors. Volunteers grew in strength from 79 Mentors in December '22 to 131 Mentors in December '23. This growth was the catalyst for expanding our staff to include Jeaneese Ayandokon, Mentor and Volunteer Coordinator. This increase in our Mentor force not only increases our capacity to serve a growing community of participants but also highlights the growing commitment of individuals to contribute their time and expertise to the 3rd Decade's mission.

We successfully transitioned to fewer technology platforms in a strategic move toward efficiency. This optimization significantly reduced the administration burden on our mentors, enabling them to invest more time in meaningful conversations with program participants. This transition not only improves mentor satisfaction but also deepens the impact of our engagements.

To honor the invaluable contributions of our Mentors, we introduced formal recognition events throughout the year. Celebrations for National Mentor Month, National Volunteer Month, and International Volunteer Managers Days have become key fixtures in our calendar, serving not only to express our gratitude but also to foster a sense of community and camaraderie among our dedicated volunteers.

Recognizing the importance of continued training for our volunteers, we developed detailed tools to support the delivery of meetings with participants. These resources were designed to equip Mentors with the knowledge and skills needed to navigate the standardized meeting process, ultimately enhancing the quality of interactions with program participants. This investment in training ensures that Mentors at all experience levels are well-prepared to make a meaningful impact.

Building on our commitment to diversity, equity, and inclusion (DEI), we collaborated with the Foundation for Financial Planning (FFP) to successfully host a DEI webinar. The webinar is part of our volunteers' initial training, educating our Mentors on the importance of cultural competency and demonstrating our dedication to fostering an inclusive environment. FFP found our training to be valuable for all certified financial planners (CFP®) acting in a pro bono capacity. By engaging with the broader community, we aim to create positive ripple effects beyond our immediate impact.

As we reflect on the past year, these accomplishments emphasize our dedication to innovation, inclusivity, and excellence. The increased Mentor numbers, streamlined processes, and strategic partnerships position us for continued success in pursuing our mission. We look forward to building on these achievements in the coming year and beyond. Thank you to all volunteers, partners, and supporters for making this impactful journey possible."



Megan Stiles

Megan Stiles, AFC®, CVA®

Director of Mentor & Volunteer Engagement



Journey of Generosity

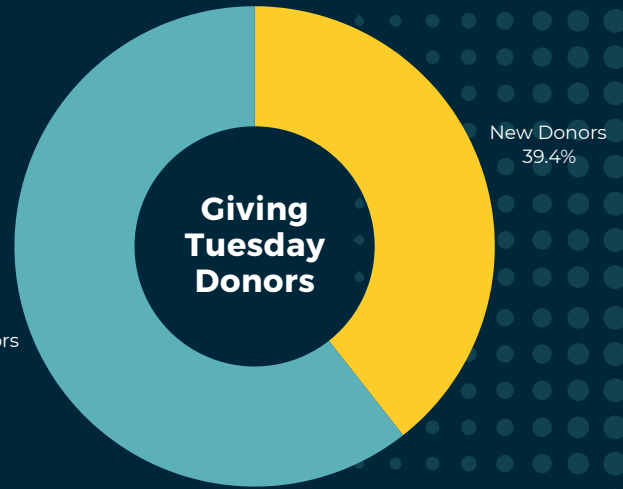
Doubling The Impact With Both New & Existing Donors

GivingTuesday is an international movement meant to encourage global generosity and unleash the power of people and organizations to transform their communities and the world.

In 2023, 3rd Decade participated in GivingTuesday by encouraging our network to give back to the organizations impacting their lives, including 3rd Decade.

We are incredibly thankful for the generosity of an anonymous donor who pledged \$15,000 to match gifts made on Giving Tuesday.

This match encouraged both existing and new donors to give to 3rd Decade, share our mission, and support our programs, helping to create a continuous impact for financial futures.



PARTNERS & SUPPORTERS

3rd Decade is exceedingly grateful for the growing number of organizations, grantors, and partners who have supported our mission in 2023.





2023 DONORS

In 2023, the generous contributions of our donors served as the cornerstone of our organization's success. Their unwavering support enabled us to expand our reach, enhance our programs, and provide vital resources to empower young adults on their journey towards financial literacy and independence. With their philanthropic spirit, our donors have not only invested in our mission but have also invested in the future of countless individuals, ensuring that financial education remains accessible and impactful for generations to come. We extend our deepest gratitude to each and every donor for their invaluable support and commitment to making a difference in the lives of young adults across the United States.

Anonymous Donors
Alan Bomberger
Alan Moore
Andrew and Laurie Skipper *
Anne Diener
Ashley Ilardo
Bob and Jan Paulette
Bob and Lisa Swift *
Brad and Trisa Summers
Bruce and Nancy Harsha
Caitlin Cruz
Carole Ann Malan
Cheyenne Yen
Claudia Mirabent
Danh Nguyen
Daniel Van Denburgh
Darrell K. Stewart
David Earl Muhleman Ph.D.
Derrick Woodbury
Digital Knack
Donna M. Fulton
Douglas Rolls
E.H Platt
Elizabeth Bondy
Elmer and Arlene Hansen
Frances Novak
Gary Anderson and Tessa Kolmus
Charitable Foundation
Griffin Gosnell
James Pyers
Jerry Bennett
Jessica Swift
Joan and Gary Dill

Karen Heller
Kathy Ilyin *
Kay Phillips
Kenlon Hake
Kenneth and Karen Riebe
Kim Rosenfeld
Krista Rogers
Laura Stepanek
Lauren Birks
Lori and Craig Booth-Houle
Lynne Carnes
Marsha and Bob Kavaney
Marta Werbanowska
Martha Manders
Martin and Barbara Levy
Mary Lynne Brunner
Michael Mayersohn
Mickey and Michelle Abeshaus
Nancy VanDerLinden
Natasha Carrillo
Nicole Harrigan
Nicole James
Nina Spinelli
Peter Ruggles
Ralph and Rose Ralston
Rhianyon Larson
Roger and Ellen Howlett
Sam and Veronica Swift *
Sherry Mullens
Steve and Becky Nissen
T.J. Mitchell
Thomas and Patricia Killoran
William Lytle

* 3rd Decade Cornerstone Donors



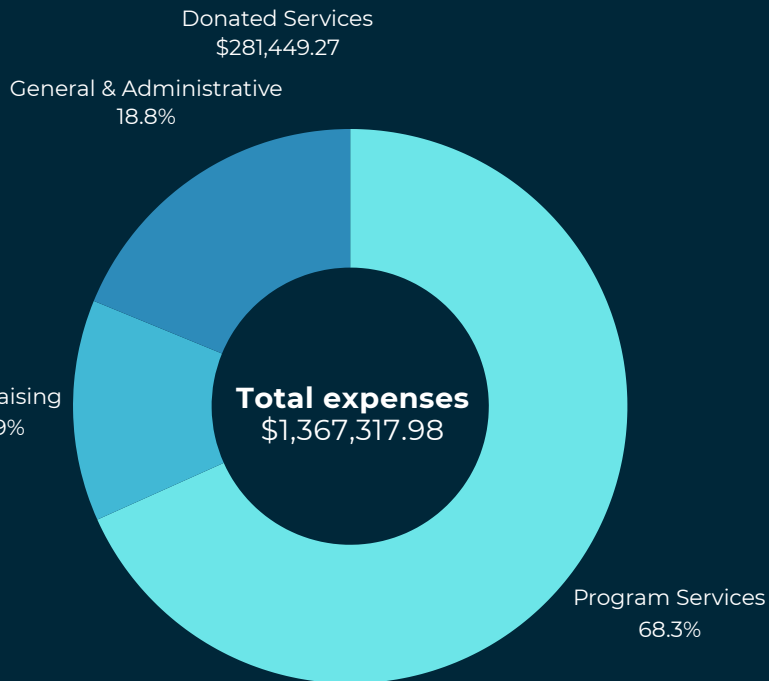
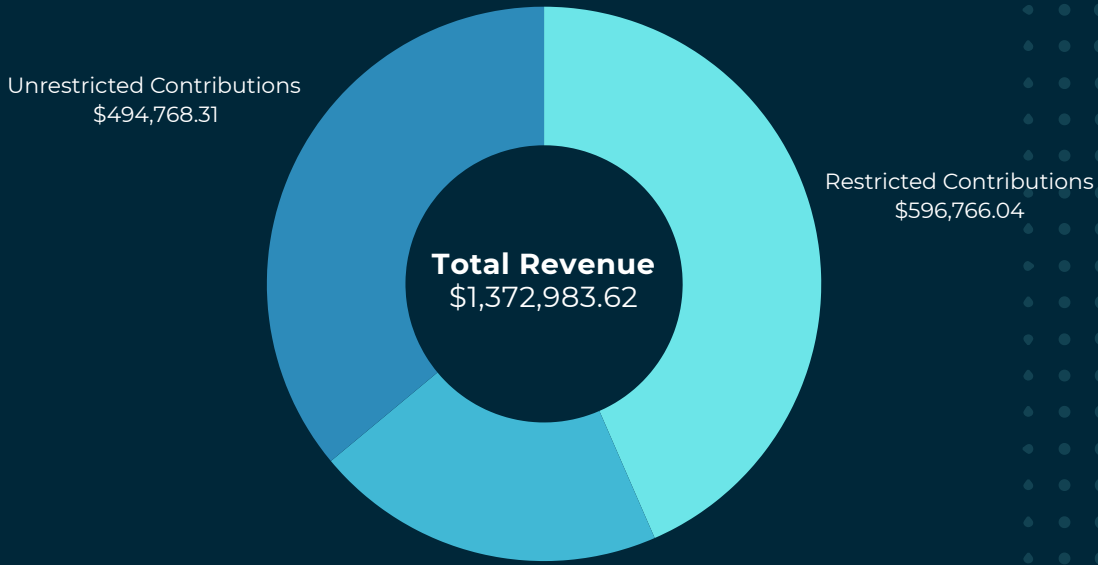
Financial Snapshot

2023 FINANCES

As we reflect on the past year, we are pleased to present the financial review of 3rd Decade for 2023. This section provides a comprehensive overview of our organization's fiscal performance, demonstrating our commitment to transparency, accountability, and responsible stewardship of resources. Through diligent financial management and strategic allocation of funds, we have sustained our mission-driven initiatives and expanded our impact in empowering young adults through financial education and mentoring. This review highlights our revenue sources, expenditure breakdown, and financial health, reaffirming our dedication to sound fiscal practices as we strive towards greater sustainability and effectiveness in fulfilling our mission.

\$1,049,803.09

2023 Ending Net Assets





2023 ANNUAL REPORT

www.3rdDecade.org

| 520-202-4095

| info@3rdDecade.org