



# 2024 Annual Report

Changing Financial Futures Forever, Starting Now!

FINANCIAL EDUCATION FOR ALL

# Our Philosophy



At 3rd Decade, we believe financial education and guidance is a right, not a privilege.

No matter someone's background or socioeconomic status, everyone deserves access to the tools and support needed to build a secure financial future. When individuals are financially empowered, communities and the broader economy thrive.

We're committed to providing unbiased, actionable financial education to those who are ready to take charge of their financial lives. But education alone isn't enough. Over the years, we've seen that pairing knowledge with two years of personalized mentorship from a trusted professional creates lasting change. This combination helps individuals build strong financial habits and the confidence to sustain them.

Our mission is to increase trust in the financial industry by removing barriers, eliminating conflicts of interest, and making high-quality guidance available to all. By delivering universally accessible education and conflict-free mentorship, we're helping people reach their goals—and creating a more financially equitable future for everyone.

2024 Annual Report



**JOE'MAR HOOPER**  
CEO



I am fortunate that from my position as CEO, I get to witness our impact in multiple ways and across all areas of the organization. I am always excited to see the impact we have on individual households and families, and in 2024, we recognized in greater depth that **our work is indeed life-changing** and that we have an imperative to do what we can to bring our programming to as many people and communities as we can.

We made **two major additions** to our programming to become more inclusive of those we serve. These additions included:

- **Development of a Spanish Language program** to ensure we can offer our programming and mentoring to Spanish-speaking populations, specifically those who are ESL learners
- **Implementation of our new Access Project**, which allows folks that fall outside of our traditional eligibility parameters to still have access to our life-changing financial education and mentoring

Our Spanish Language program is designed to meet young people where they are by providing our platform in a manner that makes us more accessible and approachable for ESL learners and the growing base of Latino young adults. Meanwhile, the Access project was created in recognition that although some folks have been able to excel past the hardships they have experienced in life, many are still struggling and in need of the education and guidance that we provide.

I am extremely excited to grow both of these new options in the years to come and am **looking forward to deepening our impact** on more and more communities nationwide.

*Joe'Mar Hooper*



**Jeff Locke, CFP®**  
*Board Chair*



**Mauricio Cortes,**  
**CFA®, CFP®**  
*Treasurer*



**Ashley Ilardo**  
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**Desiree Cunningham**  
*Director*



**Sherri Trombley**  
*Director*



**T.J. Mitchell**  
*Director*



**Nathalia Untiveros**  
*Director*



**Nickolas Minard**  
*Director*

# Why Do You Want to Join 3rd Decade?



These are just a few of the many thoughtful responses we receive from program applicants, highlighting the diversity of need and drive when joining 3rd Decade.

“ I want to gain better financial literacy so that I can apply it to my everyday life in order to build sustainable generational wealth for myself and future family. I also want to use to help in my encouragement to other disadvantaged people that grew up like I did to get the same help.

**Joe M.**  
2024 3rd Decader ”

“ I would like to shift my relationship to money from fear-based to empowered. I would like to actually start planning for my future financially. Finally, I would like to find concrete ways of reducing my debt.

**Mayowa A.**  
2024 3rd Decader ”

“ I want to give myself the best chance to end these financial generational traumas. I don't want my kids to know some of the struggles I've seen because I was able to work so hard to secure financial freedom for us.

**Tashan T.**  
2024 3rd Decader ”

“ I feel behind from my peers and confused of where to begin, am extremely goal oriented but am having a hard time setting goals to get out of debt, want to feel empowered instead of overwhelmed about my future.

**Bonnie B.**  
2024 3rd Decader ”

“

1. I never received any financial education growing up.
2. I don't know how to invest, but I want to, but I can't afford to lose thousands like I see others online.
3. I want to own a house someday, but I have no idea where to even begin.

**Kayla H.**  
2024 3rd Decader ”

“ I want to gain a clear understanding of how to manage our (my family's) personal finances. I want to set my children up for success in a way I never was. I seek to move my family's current financial situation up and to the right all while actually understanding what I'm doing.

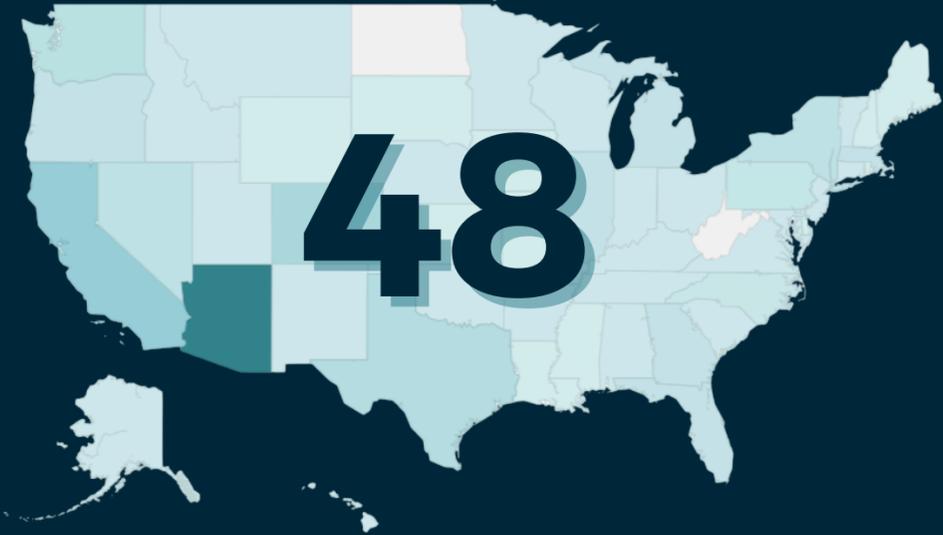
**DJ T.**  
2024 3rd Decader ”

# Making an Impact

In 2024, lives were changed through the power of financial literacy. We witnessed young adults take control of their futures—many for the first time—equipped with the tools, confidence, and guidance to make informed financial choices. Every financial plan created, debt tackled, and investment started wasn't just a number—it was a step toward generational change. At 3rd Decade, we believe that when people understand money, they unlock the power to change their lives—and this year, we saw that transformation in action.

**1,676**

Young Adults Served in  
2024



**48**

States Served

**1,188**

Lifetime Program  
Alumni



### What motivated you to join 3rd Decade?

“

I decided to join 3rd Decade to take better control of my finances, learn more knowledge about stocks and retirement, and as motivation to start my Roth IRA/retirement plan.

### How did working with a Financial Mentor shape your approach to personal finance?

“

My financial mentor's guidance supported me in making long-term changes such as not leaning as much on credit cards for a financial backup and, instead, budgeting adequately to account for unplanned expenses. Budgeting to put money towards savings monthly in a high-yield savings account has proved to be life-transforming in handling unforeseen financial challenges.

### What has 3rd Decade meant to you?

“

3rd Decade has meant taking control of my finances through budgeting, becoming debt-free, being equipped with financial knowledge, planning for retirement, and a brighter financial present and future.

DESTINY SIMPSON  
2022 ALUMN

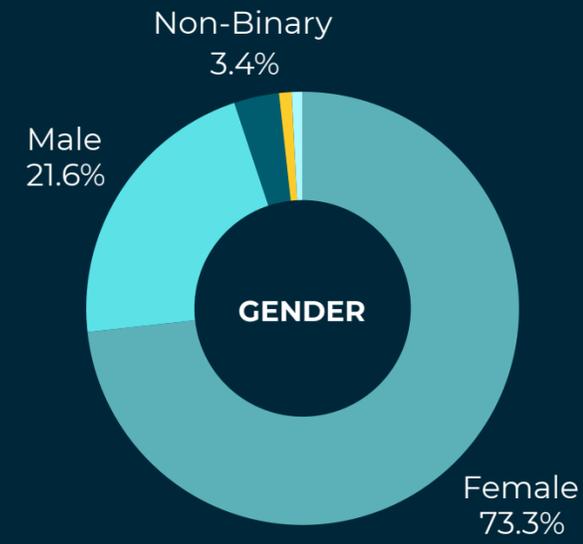


# Our Commitment to Equity

3rd Decade is committed to Diversity, Equity, Inclusion, and Belonging. Factors such as race, gender, education, class, and many more all affect an individual's financial journey. With this in mind, we put into action building a culture of respect, ensuring equitable access to our services for the population we serve, promoting inclusion, and fostering a community of belonging in all we do.

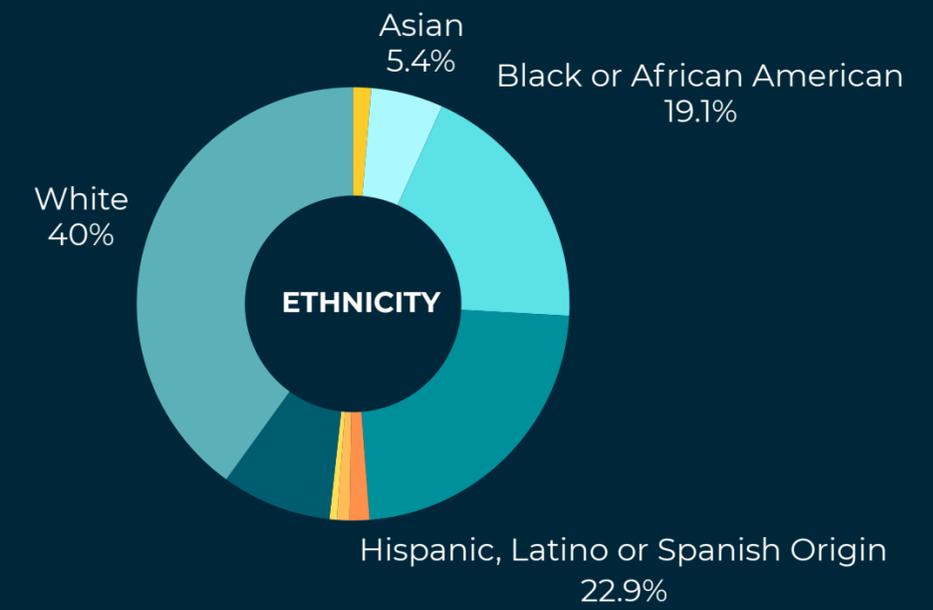
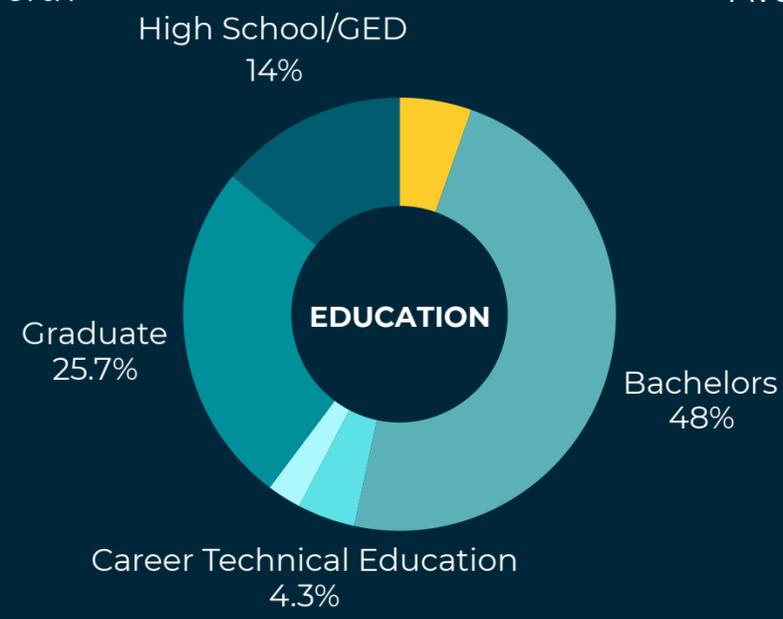
## \$60,641

Average Change in Net Worth



## \$45,242

Average Income



### What motivated you to join 3rd Decade?

“

I really wasn't sure how to save for different things and heard about this program through some co-workers. I had maybe \$1,000 in my "rainy-day fund" and was dumping as much as I could into my retirement, which felt like the bare minimum I was taught to do, but had no idea that having a liquid emergency fund or a way of saving for different short-term needs was even something anyone did!

### How did working with a Financial Mentor shape your approach to personal finance?

“

My mentor was firm but forgiving, which I think is an approach I have started to take with my finances. He was very blunt in my need to build my emergency fund and I had great success doing that in my first year after the program but when I totaled my car and had to get a new one, I felt bad dipping into my emergency fund but he reminded me that that is exactly what it is for -- it felt so good to take out a much smaller and more manageable auto loan because I was able to borrow from myself instead of the bank.

### What would you say to others about the impact 3rd Decade has on your financial future?

“

3rd Decade has left a lasting impact on how I budget and monitor my finances so that I can be ready and prepared for emergencies, retirement, and just living an enjoyable life. The program has been the single most important thing I have done to better understand finances overall and how I can better prepare myself for the future.

JAY SNOWDEN

2023 ALUMN



# Financial Mentoring Builds Futures

Financial Mentoring is a key component of the 3rd Decade's financial literacy program, providing key personalized financial guidance, support, and insight to young adults. Passionate volunteers around the country are dedicating their time and expertise to change financial futures, one person at a time. 2024 saw a continued growth in quarterly volunteers, leading to the largest active group of changemakers to date.

199

Financial Mentors Creating  
Financial Change

\$289,150

In-Kind Support



MARY ANNE GUICARDI, CFP®



CHRISTIAN POLANCO, CFP®



BLANCA CEJA



ADAM VAN DEUSEN, CFP®



**JEFF LOCKE, CFP®**  
BOARD CHAIR &  
VOLUNTEER FINANCIAL MENTOR

## Creating Financial Confidence, One 3rd Decader At a Time



As a mentor, I am always blown away by the amount of growth and progress we see in participants over two years.

One participant comes to mind who had substantial credit card debt when they started the program and had no savings or investment assets. They expressed extreme stress about their finances and had no confidence that their situation could change.

By the end of the program, they had paid off all high-interest debt, maxed out their retirement accounts, and almost tripled their net worth. They left our final meeting together with a newfound confidence and a new set of tools to be able to take on whatever came next in life.

I had an intense sense of pride in 3rd Decade's ability to empower young adults to take control of their financial lives.

# Financial Mentor Firms

These companies champion both personal and professional development by actively encouraging and supporting their employees to volunteer.



# Corporate Sponsors

3rd Decade is exceedingly grateful for the growing number of organizations and partners who supported our programs in 2024.



## SUPPORTERS

### Friends

Leroy Adams  
 Chrystale Fulayter  
 Anonymous  
 Anonymous  
 Chrystale Fulayter  
 Laura Stepanek  
 Desiree Cunningham  
 Karen Heller  
 Emily Hall  
 Anonymous  
 Lori Booth-Houle  
 Elizabeth Bondy  
 Walter Temple  
 Nina Spinelli  
 Ulrich Zongo  
 Kim Rosenfeld  
 Ellen & Roger Howlett  
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 Kevin & Lauren Reardon  
 Jay & Lisa Laush  
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 Sherry Mullens  
 Bruce & Nancy Harsha  
 MaryAnne Gucciardi  
 Michael Birgel  
 Robert McConchie  
 Jeff Locke  
 Catherine Nichols Glaser  
 James Pyers  
 Martha Manders

### Champions

Anne Diener  
 Anne Diener  
 Anonymous  
 Bob & Jan Poullette  
 David Earl Muhleman Ph.D.  
 Donna M. Fulton  
 Elmer Hansen  
 Frances Novak  
 James & Bernadette Knox  
 Jessica Swift Field  
 Kay Phillips  
 Kenlon Hake  
 Kenneth & Karen Riebe  
 Lynne & Isabel Carnes  
 Mary Lynne Brunner  
 Mickey & Michelle Abeshaus  
 Nicole James  
 Ralph & Rose Ralston

## LEGACY CIRCLES

### Framer

Daniel Van Denburgh

### Pillar

Douglas Nelson  
 Kathy Ilyin  
 Sam & Veronica Swift  
 The Michael and Katherine Family Foundation

### Keystone

Bob & Marsha Kavaney  
 Laurie & Andrew Skipper  
 Tom & Patricia Killoran

### Cornerstone

Bob & Lilsa Swift

## FUNDERS

### Silver

Clifton Larson Allen LLP  
 Milwaukee College Prep School  
 OneAZ Credit Union  
 Pima Federal Credit Union  
 Umpqua Bank Charitable Foundation

### Gold

Arizona Coyotes Foundation  
 Calvin K Kazanjian Economics Foundation

### Platinum

Foundation for Financial Planning  
 TCI Wealth Advisors

### Titanium

Charles Schwab Foundation  
 Dorrance Foundation for Education  
 Dimensional Fund Advisors  
 NASDAQ

## Statement of Activities

	Without Donor Restrictions	With Donor Restrictions	Total
Support and Revenue			
Support			
Contributions	\$ 362,469	\$ 274,200	\$ 636,669
Foundation and private grants	439,000	1,000	440,000
Donated materials and services	289,150	-	289,150
Government grants	10,149	-	10,149
Total Support	<u>1,100,768</u>	<u>275,200</u>	<u>1,375,968</u>
Revenue			
Interest income	5,051	-	5,051
Miscellaneous revenue	2,342	-	2,342
Total Revenue	<u>7,393</u>	<u>-</u>	<u>7,393</u>
Net Assets Released from Restrictions	<u>582,162</u>	<u>(582,162)</u>	<u>-</u>
Total Support and Revenue	<u>1,690,323</u>	<u>(306,962)</u>	<u>1,383,361</u>
Expenses			
Program Services	<u>1,168,599</u>	<u>-</u>	<u>1,168,599</u>
Supporting Services			
Management and general	281,344	-	281,344
Fundraising	150,876	-	150,876
Total Supporting Services	<u>432,220</u>	<u>-</u>	<u>432,220</u>
Total Expenses	<u>1,600,819</u>	<u>-</u>	<u>1,600,819</u>
Change in Net Assets	89,504	(306,962)	(217,458)
Beginning Net Assets	<u>23,301</u>	<u>1,035,690</u>	<u>1,058,991</u>
Ending Net Assets	<u>\$ 112,805</u>	<u>\$ 728,728</u>	<u>\$ 841,533</u>

## Statement of Cash Flows

	2024	2023
Cash Flows from Operating Activities		
Change in net assets	\$ (217,458)	\$ (265,492)
Adjustments to reconcile change in net assets to net cash provided (used) by operating activities:		
Amortization expense	1,624	-
Change in current assets:		
Pledges receivable	235,439	200,254
Government grants receivable	(10,149)	-
Other receivables	9,188	(9,188)
Prepaid expenses	(3,045)	10,193
Change in current liabilities:		
Accounts payable	1,171	3,848
Accrued wages and related expenses	3,498	17,186
Deferred revenue	32,500	-
Net Cash Provided (Used) by Operating Activities	<u>52,768</u>	<u>(43,199)</u>
Cash Flows from Investing Activities		
Purchase of website development	<u>(14,500)</u>	<u>-</u>
Change in Cash and Cash Equivalents	38,268	(43,199)
Cash and Cash Equivalents, Beginning	<u>204,878</u>	<u>248,077</u>
Cash and Cash Equivalents, Ending	<u>\$ 243,146</u>	<u>\$ 204,878</u>



# Want to Learn More?

Let's change financial futures,  
together.



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www.3rdDecade.org



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