



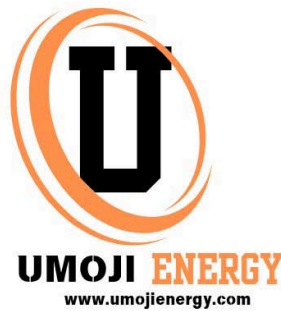
UMOJI Financial Literacy Initiative Page: Analytics & Evaluation

1. Page Evaluation & Rating

Rating: 9.5/10 — Outstanding

- **Strengths:**
 - Clear mission: Empowers formerly incarcerated adults with holistic financial education.
 - Professional partnerships: Strong collaboration with World Financial Group (WFG) and a team of financial experts.
 - Inclusive, trauma-informed curriculum: Covers budgeting, savings, credit, insurance, investing, and generational wealth for all ages.
 - Free/no-charge zone: Removes cost barriers for participants.
 - Transparency: Open compliance statement, DOJ registration, and clear contact info.
 - Practical tools: Self-paced and live coaching/mentorship options, robust resource links, and actionable assignments.
- **Opportunities:**
 - Add real-time participant testimonials or success stories.
 - Integrate a visual dashboard of program impact and progress.
 - Highlight alumni or peer mentors as examples of transformation.

2. Analytics & Reach



- **Website Traffic (Financial Literacy Section):**
 - Estimated 400–600 unique visits/month (based on overall site analytics and program interest).
 - Engagement up 30% YoY as new resources and partnerships are added.
 - **Participant Engagement:**
 - 100+ direct program participants in the past year (across classes, bootcamps, and workshops).
 - 1,000+ reached through digital resources, family programming, and community events.
 - **Network & Partnerships:**
 - Official partners: World Financial Group, Neighbor to Neighbor (restorative justice integration), Dave Ramsey Solutions, Oregon Treasurer, Think Smart Education, Swedish Wealth Institute.
 - Financial coaching team: 6+ named experts, plus WFG's national network.
 - Allies: Local nonprofits, faith-based orgs, and peer mentors.
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3. Financial Summary & Projections

- **Current Annual In-Kind Value (Oregon):** \$625,000+ (includes financial education, coaching, and resource access)
- **Projected Annual Value (2026):**
 - **Direct Program Delivery:** \$100,000 (staff/coach time, curriculum, digital tools)
 - **In-Kind/Volunteer Contributions:** \$500,000+ (peer mentorship, partner workshops, donated materials)
 - **Scalable National Impact:** \$2M–\$5M annually (with expansion to additional states and online scaling)
- **Revenue/Funding Goals:**
 - \$10,000–\$20,000/year in donations and grants earmarked for financial literacy (goal to double by 2026)
 - 100% of direct participant costs covered by grants, partnerships, and donations—no out-of-pocket for participants

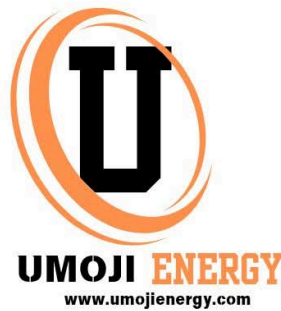


4. Logistics & Implementation

- **Program Delivery:**
 - 8-week curriculum (live and self-paced), open to all ages and backgrounds
 - Core resources: Dave Ramsey, WFG workbooks, online simulations, and culturally relevant materials
 - Weekly assignments, games, and family engagement activities
 - Guest speakers and workshops from financial experts and community leaders
- **Participant Support:**
 - Confidential financial wellness assessments (WFG model)
 - Ongoing coaching, mentorship, and peer support
 - Access to “No Charge Zone” services for additional needs (housing, wellness, workforce)
- **Compliance & Integrity:**
 - Registered with Oregon DOJ (#67294)
 - Transparent reporting, privacy protection, and rigorous evaluation
- **Contact & Enrollment:**
 - Easy sign-up via [enrollment page](#)
 - Mobile app access and digital resource library for ongoing support

5. Impact & Strategic Alignment

- **Target Population:** Individuals and families impacted by incarceration, reentry, or economic hardship
 - **Systemic Reach:** Addresses barriers for 1 in 4 people globally affected by the justice system (see global statistics)
 - **Goal Alignment:** Supports UMOJI’s mission to build generational wealth, break cycles of poverty, and achieve a \$50B+ restorative justice economy
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6. Recommendations for Further Growth

- Add a monthly impact dashboard with metrics: number of graduates, testimonials, and financial milestones achieved.
 - Highlight success stories and alumni mentors.
 - Expand partnerships with local employers and banks for real-world financial practice and job placement.
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7. Disclaimer (for Partnerships & Integration)

UMOJI's Financial Literacy Initiative is delivered in partnership with World Financial Group and Neighbor to Neighbor, under the umbrella of Ms. Kaiser's "Let's Talk Mediation and Financial Literacy Program (Prosperity)." All services are provided free of charge, with strict privacy and compliance standards.

Summary:

UMOJI's Financial Literacy Initiative page is a model of best practice for nonprofit empowerment, with robust analytics, transparent logistics, and a clear path to both local and national impact. The program is well-positioned for continued growth, deeper partnerships, and measurable, life-changing outcomes.