



For Immediate Release

Introducing Prosper America: New Charity Makes Financial Education Accessible to Everyone

Professionals Get Involved to Benefit their Practices, Clients and Communities

St. Charles, Ill. (April 10, 2017) -- Professional service providers seeking useful ways to add value to clients can tap a new resource: [Prosper America](#), an independent charitable organization taking aim at one of America's greatest deficiencies -- financial literacy.

Launched in January 2015, Prosper America's mission is to change the way individuals learn about, and make, financial decisions.

"Many Americans are in real need of learning how to manage their money – especially those that aren't the target market of most professional financial advisors," says Steve Shambora, Founder and Director. "Prosper America brings together a host of expert resources that provide objective information and educational tools to help users create a plan for a stable financial future."

Filling the Education Void for Everyday People

Targeted to the public, Prosper America's educational materials zero-in on four major knowledge gaps (*see Figure A*) that can, and do, have a lifetime of financial implications for every consumer.

For a small monthly donation (\$11.99 for individuals; \$23.99 for professionals), the charity offers educational tools, articles, videos, activities and full courses for self-guided study through its interactive platform, the [Online Learning Center](#). A few of the many topics covered in-depth include budgeting, credit, loans, debt, insurance, investments and financial planning.

In addition to education, donors have access to other useful, money-savings benefits, including [My Deals](#) where users can find hundreds of money saving coupons and special

offers on day-to-day items; [Quick Calculators](#) for common financial questions, and [Wealth Access](#), a secure, private online organizer for personal financial accounts.

Figure A

KNOWLEDGE GAP	PROSPER AMERICA PROGRAM
1. Finance-specific math & education	Online Learning Center <ul style="list-style-type: none"> • Grade-school through adult audiences • 40+ modules include videos, full courses, activities, articles, workbooks and quick tips • Self-paced
2. Spending habits and behavior	My Deals <ul style="list-style-type: none"> • National coupon & mobile discount program
3. Setting and achieving goals	Quick Calculators <ul style="list-style-type: none"> • Calculators & guidance for common financial questions and issues (credit, IRAs, etc.)
4. Getting and staying organized	Wealth Access <ul style="list-style-type: none"> • A secure, private online organizer for personal financial accounts.

The charity has also designed [scalable financial literacy programs](#) for local Businesses, Churches and Schools through Prosper Labs, an online financial education portal. Additionally Prosper America supports other non-profits by delivering [financial education](#) solutions domestically and internationally. The need is clear not only here in America, but also in impoverished countries such as Haiti, where Prosper America has already begun making a difference.

Professional Involvement

Professionals, such as financial advisors, insurance representatives, accountants, attorneys, mortgage brokers and real estate agents, can support the charity to fulfill corporate responsibility goals; and, they can leverage Prosper America’s resources in a number of ways:

- Use of tools in his or her professional practice
- Use of tools as basis for public education classes
- Gifting memberships to clients for value-added education
- Gifting memberships to community groups, in lieu of less meaningful sponsorships
- Inclusion in Prosper America’s Professional Donor Directory

Interest in Prosper America on the part of professionals is already high, for good reasons. Businesses, professionals and corporations recognize the need to build trust among their various publics. Attracting new clients today requires sharing educational information. And, more financially fit consumers translate into future, empowered consumers – making an alliance with an objective, not-for-profit resource like Prosper America a win-win.

“Our goal is to continue to expand our educational solutions so members of the public can access useful unbiased information for handling all their lives financial questions.” notes Shambora.

For more information or to get involved, please visit www.prosperamerica.org, or call 866.855.6855.

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About Prosper America

Prosper America is a 501(c)(3) public charity that provides financial education tools to create knowledgeable and empowered financial consumers, and is the only fully independent non-profit focused on financial literacy. The organization is 100 percent funded by individual, professional and corporate donors who benefit directly from its educational tools, or want to support increased financial literacy at all socio-economic levels. Current programs include a robust, online suite of financial education materials; community outreach for schools, churches and other charities; and international outreach. For more information, please visit www.prosperamerica.org or, call 866.855.6855.

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