



Her Financial Literacy

GIVES WOMEN THE
FREEDOM TO CHOOSE
THEIR OWN FUTURE!



Welcome

Welcome to The Future of Connection for Women, Her Nexx Chapter. Our innovative platform provides virtual support and enrichment topics to meet women at the current chapter of their lives and elevate them to the next. We are passionate about empowering women and helping them become more independent, while providing the tools and resources to help build the strong foundation they need for financial independence and freedom.

The Facts

Women are three times as likely as men to say they can't afford to save for retirement and have significantly lower rates of financial literacy. Women lacking competency in financial literacy face serious repercussions, such as taking on large amounts of credit card debt, defaulting on student loans, and experiencing difficulty managing income, taxes and investments.



Financial Literacy Statistics

- The U.S. Department of Education reports that **3.8 million** American adult women possess financial literacy skills below a "basic" level.
- Women who reach the age of 65 are expected to live more than **two years longer** than men who reach 65.
- More than **80 percent** of older women taking part in a 2017 study couldn't pass a retirement financial literacy quiz. Nearly twice as many of their male peers were able to pass.
- Women are paying higher interest rates on mortgages than men — an average of **0.4 percent**, according to a 2011 study by The Journal of Real Estate Finance and Economics.
- **One in five women** falls into poverty because of divorce and about one-third of working women can't meet an unexpected \$2,000 expense within 30 days.

Her Nexx Chapter Program

Our virtual curriculum for Her Financial Literacy has to be flexible enough to allow these self-empowered women to learn at their own pace and explore specific areas of interest, yet structured enough to motivate them to keep up and stay challenged. Our virtual program's financial coaches provide women with help to make the most of their paychecks and approach their financial choices with confidence. What a shift this can make in their day-to-day lives! Our curriculum will cover:



Practical knowledge of financial security



Learning how to map and make pathways to building equity



Developing self-sufficiency and sustainability



Exploring potential increase of earnings



Understanding of available resources

Her Nexx Chapter is committed to focusing our efforts on giving back to women in ways that go beyond financial contributions.

Support Her Journey

All gifts are 100% tax-deductible. Proceeds will be used for direct memberships for women to enroll in Financial Literacy Workshops to help them become more independent with tools and resources to build a strong foundation for financial freedom. Your support will help elevate these women to a new level of financial understanding.



Join & Support

Your support of Her Financial Literacy will provide women with important resources and opportunities for elevating them to the next level of financial freedom. Make a donation online at hernexxchapter.org/SupportHer

CHAMPION LEVEL

\$5,000

Your one-time sponsorship equates to 14 new women's annual memberships for this program.

Your logo will appear on all HNC marketing materials, on our partner website page and you have the option of opening with a promotional video ad campaign during our monthly facilitated virtual Financial Literacy Workshops for the next year with an honored announcement and spotlight at all featured events, along with a booth for specialty ad and marketing materials.

EVENT SPONSOR

\$2,520

Your one-time sponsorship will support seven women's annual memberships. Your logo will appear on our partner website page and on all marketing materials for the Financial Literacy Workshop in September with an honored announcement and spotlight at the event along with a booth for specialty ad and marketing materials.

COMMUNITY

\$1,080

Your one-time sponsorship supports three annual women's memberships. Your logo will appear on our partner website page, in brochures and marketing materials for the Financial Literacy Workshop.





Meet Lady Chap

In November of 2016, Tracy Chapital, affectionately known as “Lady Chap” and the CEO/Founder of Her Nexx Chapter, was inspired to launch her vision to illuminate a diverse group of women spanning multi-generations.

Lady Chap believes women’s voices need to be heard, listened to and respected. At one point she found herself at a loss with a lack of self-fulfillment and purpose to only discover other women transiting through their lives were also experiencing the same thing in terms of feeling a sense of emptiness.

A burning desire led her to step into her purpose and channel all her experience, passion and life lessons into a self-created foundation, Her Nexx Chapter, Inc. HNC sets a platform where a community of women for women can connect, mentor or be mentored, nurture and liberate each other with strong support for each other’s chapter as they travel life’s journey together.

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