



PERSONAL FINANCE

Financial Empowerment for Those Facing Unexpected Pregnancies

“Now is the time to begin the work of building a post-Roe America. It is a time for healing wounds and repairing social divisions; it is a time for reasoned reflection and civil dialogue, and for coming together to build a society and economy that supports marriages and families, and **where every woman has the support and resources she needs to bring her child into this world in love.**”

-Archbishop Jose Gomez

Financial concerns are one of the most cited reasons why women choose abortion.

75% of abortions are among low-income patients.

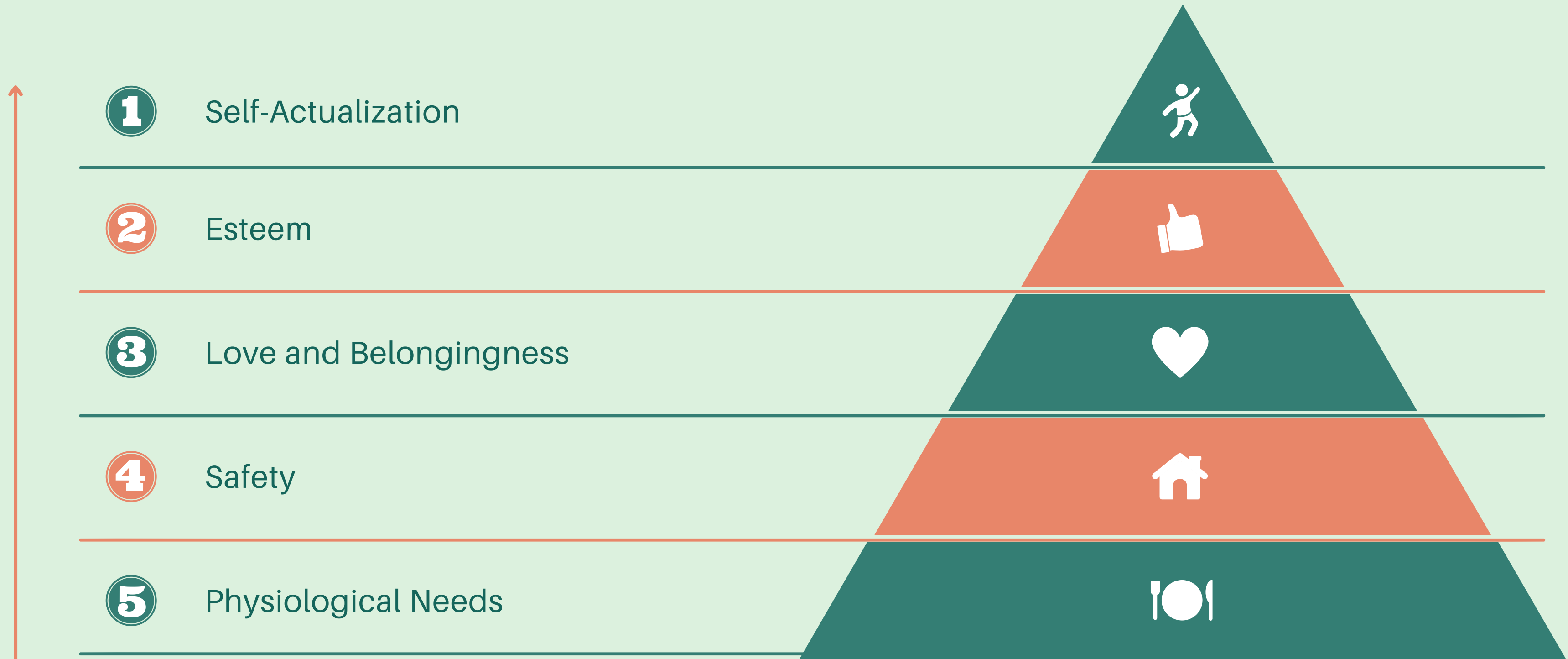
Financial worries are a major stressor for pregnant moms and can even lead to low birth weights and developmental issues in newborns.



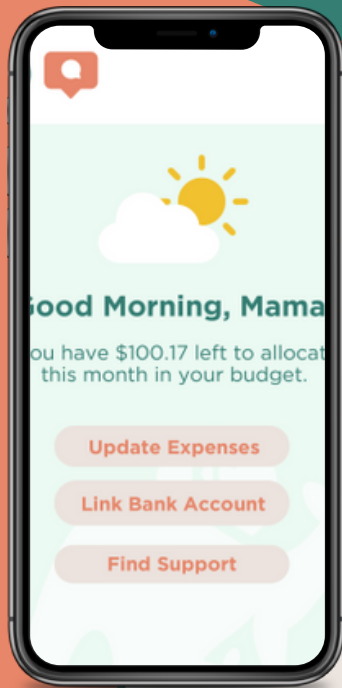
How can Leap provide financial hope to women facing unexpected pregnancies?

- Leap is designed specifically for people facing unexpected pregnancies.
- Leap meets the needs of lower-income individuals, particularly those experiencing generational poverty.
- Leap's unique curriculum takes into account evidence-based learning methods.
- Leap provides hope & inspiration. Net worth should not equal self worth.
- Leap is mindful of our clients' potential vulnerability to predatory financial services and strategies.
- Leap is a supportive resource for organizations that serve expectant parents and parents of young children.

Maslow's Hierarchy of Needs: A Motivational Model for Leap Personal Finance



Leap starts with addressing physiological need before moving up the pyramid.



2024 Leap Sponsorship Opportunities



Features	Leap Hero \$7,000	Leap Advocate \$5,000	Leap Ally \$2,500
Logo and Live Link on the Leap Website	✓	✓	✓
Social Media Thank You Post	✓	✓	✓
Logo and Live Link in Leap Newsletter	✓	✓	✓
Logo and Live Link in Leap App-Based Curriculum	✓	✓	
Logo on Leap Signage for Public Events	✓		
Public Message of Gratitude on Leap Podcast	✓		

Traction

Beta Launch

Oct-Dec 2023

Start with beta groups for feedback and to study effectiveness.

Launch Spanish Version

October 2024

All resources will be translated to Spanish and Spanish-speaking money mentors will be trained.

Training/Certification Program for Ministry Partners

June 2025

The Leap Institute will provide financial empowerment training to fellow nonprofit organizations.



Full Program Launch

February 2024

4000 Users during 2024

Introduce Coverdell "Scholarship"

March 2025

Participants that complete the course will be eligible to apply for a scholarship that would open a Coverdell Education Saving Account for their child.

Launch Course for Fathers

February 2026

We will offer a course geared toward men facing unplanned pregnancies.



So parents and babies can financially flourish!



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*Leap Personal Finance is a 501(C)3 Organization