**ABOUT US - FINAPPLE**

FinApple evolved out of Evans’s (close pal) personal experience with money. He grew up in an environment where talking about money was extremely forbidden and his childhood was shaped by the money struggles of his family.

When Evans gained admission at Polytechnic, he adopted many of the bad financial habits he’d witnessed at home and got in way over his head. At his lowest, he was destitute for a month while in school. Spending sleepless nights in a TV rooms, perching one friend to another, he felt shame, frustration, and confusion. This was the biggest teachable moment in his life. I recognized the sternness of his financial illiteracy, and vowed never let any friend of mine to experience anything like that again. I started teaching him about personal finance and few close friends of mine as a defense and began to wonder why so little effort is made to educate young people about how finance works in the GH.

Later I felt that all that I was doing for these guys is worth sharing. Most of our youth today are that category or found themselves in such cases and they need extra help to teach them how they can manage their finances. Over time, I began to dream about a platform that could break down the basics in manageable ways for others trying to figure out money matters. In July 2016, I formed the group with just three (3) people who share the same idea with me.

At Finapple, we're much passionate about solving the Financial Literacy crisis in our lifetime in a fun and exciting way, using all public donations to fund Financial Education Solutions. We seek to:

**Inspire Change:**

Provide information highlighting the financial literacy challenge, raise awareness for it, and motivate others to take action.

**Build Community**

Connect people with others who share the same vision for change and help create networks to put plans into motion that can be implemented.

**Empowerment**

To illustrate the power of financial literacy and education in empowering lives throughout the world!

**OUR MISSION**

Finapple empowers teens and young adults to invest in their financial futures.

**OUR VISION**

We envision a world in which we are all equipped to make smart financial decisions

**OUR VALUES**

**Accessibility**

We believe everyone who wants to learn about financial literacy should be able to do so easily. We aim to reduce the barriers to finding personal finance information and best practices.

**Accuracy**

We take pains to ensure the information we are providing is accurate. The content for all educational videos is fully reviewed by at least three people, one of whom is a financial professional.

**Authenticity**

Finapple was started by young people, for young people. We are creating the resources we wish we had, and we are being ourselves while doing it.

**Openness**

We aim to change the narrative around personal finance. Talking about money is forbidden, but it shouldn’t be. We do our best to remain very open and honest about the topic. Nothing is off limits!

**Empowerment**

We at Finapple know that there is no one-size-fits-all personal finance plan. Our goal is to empower you, as a viewer, to be able to make smart financial decisions based on your situation.

**Inclusion**

Finapple resources are not limited to a specific race, ethnicity, income level, etc. We want to help anyone and everyone who wants to better their personal finances.

**Objectivity**

We do our best to base our information on facts. We will never tell you what to do with your money, but we will tell you what different decisions really mean and how they may or may not affect your overall wellbeing.

**Support**

We hope to nurture your financial literacy and we will continue to think about the best ways to support your development as we grow as an organization.

**WHAT DOES OUR BRAND “FINAPPLE” STAND FOR?**

The **FIN** in Finapple stands for finance. For the eradication of poverty, finance is an important tool to use responsibly. There are generally two reasons that people live in poverty. The first reason is that there are no financial opportunities for people. We can help organizations set up credit unions in order to empower people; however this is not always the right answer.

The second reason that people live in poverty many times is because of consumption patterns. No, we don’t think that people who don’t have money are irresponsible. We need to provide people with the tools so that they can manage their own finances without outside help. We want to empower people, not create dependence.

The **Apple** in Finapple represents the sweetness of success. Even after a apple tree has been planted, it can bear much fruit after a short period of time. With proper care, it doesn’t take long to see the benefits of planting the tree as it bears fruit.

The color **green** of the apple represent the greenness of money. Money is a fantastic tool. People with more money can have more freedom.

**Do I get tax exemptions when I donate to FINAPPLE?**  
Yes. As Finapple is non-profit organization, your donations are tax deductible. When you donate to us, you will receive a receipt acknowledging your donation that can be used for tax-filing purposes.

**What does Finapple do with my one time donation?**  
Unless you specify which project(s) you wish the money to go to, Finapple will put your donation in a general fund for either the women empowerment program or other [projects](http://www.sanjeevaningo.org/programs/) such as teen or young adult education and school construction. We do not use any portion of your donation to cover our operational expenses.

**DOES OUR STAFF GET PAID?**  
No. All directors and members are volunteers. Despite our heavy academic and professional commitments, we donate our time and energy because we strongly believe that together we can make a real difference to improve the life of children and youth.

**May I add your link to my Home Page / Website?**  
Of course and please do!! You may also add our Finapple logo or icon to your website, MySpace, Facebook, etc.

**Where can I find more information about Finapple?**  
Please take some time to browse this website and do not hesitate to contact us if you still have questions.

**FINAPPLE GH**

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