

eliminating racism
empowering women

ywca

metropolitan chicago

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FOR IMMEDIATE RELEASE

YWCA Metropolitan Chicago Acquires World of Money, Expanding Global Financial Inclusion Efforts

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YWCA Metropolitan Chicago is a leading human services provider across Chicagoland and also provides digital programming to individuals and families far beyond the region. The YWCA's acquisition of World of Money will further expand the organization's digital programming through a renowned and widely-used mobile app and other virtual services.

World of Money (<https://worldofmoney.org/>) was founded in 2005 as a New York City based non-profit whose mission is to empower youth with immersive and holistic financial education. World of Money's approach aims to break generational cycles of poverty and change the way youth and their parents understand and manage their money. The immersive curriculum centers around five tenets for a financially responsible and philanthropic life: *learn, earn, save, invest and donate*. More than 5,000 youth between the ages of 7 and 18, and their families, have engaged with and benefitted from World of Money's financial education offerings, including 223 videos, activities, quizzes, artificial intelligence and scheduled live webinars. Through a variety of community and educational partners, the World of Money mobile app is being utilized throughout the United States as well as in Senegal, Ghana, South Africa, China, India and Rwanda. The organization was selected as a Promise Place by America's Promise Alliance and by AOL Impact as one of ten top social good organizations in America.

Through the acquisition, World of Money Founder Sabrina Lamb will continue to lead as Executive Director, reporting to Shelley Bromberek-Lambert, YWCA Metropolitan Chicago's Chief Reimagination Officer, who leads the organization's early childhood and youth programming portfolio. Sabrina has received commendations from New York City Mayor Bill De Blasio, Manhattan Borough President Gale Brewer, Congressmembers Meeks and Rangel and the Westchester County Board of Legislators. Sabrina is a NAACP Image Awards nominee in Outstanding Literary Work-Instructional for her book "*Do I Look Like An ATM? A Parent's Guide To Raising Financially Educated African-American Children*". Sabrina is a advocate for global financial education and inclusion.



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“I am excited about joining forces with the YWCA to increase our multi-generational economic impact. The YWCA’s network, resources and innovative social enterprise mindset will help World of Money reach thousands of families across the globe,” says Sabrina Lamb, World of Money Executive Director.

World of Money’s 5th Annual Youth Business Pitch Competition will be held online on Saturday, September 12, 2020, featuring 7 finalists from 8 different states. Competing for up to \$5,000 in cash prizes, the competition will livestream across Facebook, Twitter, YouTube and Periscope. For more information visit www.worldofmoney.org.

Over the past seven years, YWCA Metropolitan Chicago has transformed from a traditional social service organization to a 21st Century social enterprise committed to building a marketplace where everyone can thrive. Key to the organization’s transformation has been its work across the enterprise and the nonprofit sector to create efficiencies, improve access to services and deepen impact through expansion of programs. Some of the programmatic expansion has come through the acquisitions and strategic integration of other direct service and policy organizations like Project HELP, Voices for Illinois Children, and StreetWise.

Since embarking on this transformation, YWCA Metropolitan Chicago’s operating budget has grown from a \$10.5 million in 2013 to \$24 million in 2020.

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About YWCA Metropolitan Chicago

Founded in 1876, YWCA Metropolitan Chicago is a social enterprise committed to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. As a leading association among a national network of more than 200 YWCAs, YWCA Metropolitan Chicago impacts tens of thousands of individuals and families annually through comprehensive human services provided across the region. YWCA Metropolitan Chicago is a leading service provider in the areas of sexual violence support services, early childhood and child care provider services, family support services, youth STEM programming, and economic empowerment services. Our commitment to racial justice, equity, and inclusion runs through all of our programs. Located in the third-largest American city, YWCA Metropolitan Chicago serves as a national incubator for innovative programming, outreach and engagement strategies. Contributing to our diverse and balanced economy, YWCA Metropolitan Chicago is working at the individual and systems levels to create an inclusive marketplace where everyone thrives. The organization is also an active member of many national, state, county and city-level coalitions, advocating for policies that combat racism and positively affect women and families. Learn more at www.ywcachicago.org or follow @ywcachicago.



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