

OUR MISSION & VISION

Mission: provide financial literacy programs and resources that empower students to make sound financial decisions

Vision: build strong communities where students and their families make informed financial decisions and take control of their financial future



ABOUT US

SecureFutures was founded in 2006 as Make A Difference - Wisconsin by Milwaukee-area commercial realtor Lloyd Levin. In that time, our programs have empowered more than 62,000 teens in Milwaukee, across Wisconsin and into Chicago. All of our programs are taught by volunteers from the business community to teenagers at high schools and community sites. In August 2017, we rebranded as SecureFutures to better reflect the impact that teens see from financial skills and guidance. Our nonprofit is supported entirely from private philanthropy, caring individuals and proceeds from the Investment Conference, our annual financial insight event that has featured keynotes such as David Einhorn, Byron Trott, Bill Ackman and Ricky Sandler.

62,000

teens empowered
since 2006

700+

volunteers from the
business community
deliver lessons

105

schools and community
group partners
in 2016 -2017

81%

of teens utilize money
management skills from
our programs

Our programs include:

Money Sense — a financial fundamentals series of lessons to cover banking, budgeting, saving and credit.

Money Coach — a mentoring and life-skills program for a select group of Milwaukee teens who establish remarkable, positive financial behaviors.

Money Path — a new, tech-based learning platform for advanced lessons on financial planning and an online tool to offer teens a vision of their future.

LEADERSHIP

Brenda Campbell, President and CEO

Brenda Campbell has led SecureFutures since its inception in 2006. Campbell has been a leading advocate for teen financial empowerment, speaking with regional media and at national events. She has years of experience in program development, management and evaluation in financial literacy, workforce development and child welfare. She was honored as one of Milwaukee's Women of Influence by the Milwaukee Business Journal in 2010. Her ongoing passion for teen financial education comes from the behavioral changes she has seen teens apply to their own lives.

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“Without these programs, I can honestly say that I wouldn’t be where I am today -- especially financially. I would be stuck in the Dark Ages. I shared these lessons with my family and have used them to start my business.”

-Jeremy Cain, 2009 Money Sense participant & Milwaukee entrepreneur



“It has been very encouraging for me to be engaged with the students to see with my own eyes what really goes on beyond the headlines. These young adults have a ton of potential.”

-Tom Parks, Retirement Specialist and SecureFutures volunteer



“You can never underestimate the power of a single action. Our future really is now, right in front of us, in how [students] are sharing their experiences with their families.”

-Dr. Darienne Driver, MPS Superintendent, on results from SecureFutures programs



SecureFutures

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