



## MICHIGAN COUNCIL ON ECONOMIC EDUCATION

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# FUNDING THE FUTURE LETTER OF SUPPORT

I have had the unique ability to see Funding the Future at work from three different perspectives. As a high school teacher I hosted the band Gooding at our high school for a financial empowerment rock concert. As the president of a state council on economic education I have connected the Funding the Future to potential donors and high schools wishing to host concerts. As a member of the Funding the Future Board of Directors I have seen the organization at work behind the curtain.

The most important thing to know about Funding the Future is that the people involved from top to bottom are some of the highest quality humans I know. They are trustworthy and altruistic individuals focused on the mission of helping people become financially empowered. The bands that work with the organization, mainly Gooding and Carter Hulsey, are amazing musicians, but even better people.

One of the greatest moments of my career as a high school teacher was the day we had Gooding on our campus for an assembly. I was able to introduce the band and bring a rock concert to my students! As Gooding says, "Music makes the medicine go down." Following playing their music, Gooding gave an inspirational talk to the students about how to manage money properly to take control of their lives. The bands come in and motivate students to take action through investing, building credit, and budgeting. I still remember when Gooding told the students that how they treat one dollar is how they will treat all of their dollars.

As president of the Michigan Council on Economic Education I have seen how easy the organization is to work with. We have partnered with Funding the Future for a number of years to have numerous concerts in our state to celebrate Financial Literacy month in April. We help find schools willing to host a concert and the organization handles the sponsorships. They make sure the sponsor is recognized appropriately and is flexible to the needs of individual situations.

As a member of the Board of Directors, I can attest to the integrity and transparency of the organization. Alisha David has done an amazing job navigating Funding the Future through the pandemic. The bands built and equipped a studio to livestream concerts into classrooms and student homes. I was one of the first teachers to pilot this program and it worked amazingly well. The students were engaged in the chat asking questions of the band and the sponsor watermark during the performance added value for all involved parties.

In a day where we try so hard to get the attention of young people and make sure they don't make the same mistakes many of us made, Funding the Future has found the secret sauce. After dozens of concerts in Michigan I can honestly say they have never disappointed and have always exceeded expectations.