

Organization Name: We Love Grants

Project Title: Bridging the Generational Wealth Gap in East County

Performance Plan

Project Goal (output-level): Provide 100 youth in underserved communities of East County with critical financial literacy skills through workshops taught by professional financial advisors.

Quantitative Key Performance Indicators:

- # of students with at least 80% attendance of the financial literacy workshops disaggregated by gender and race (100 planned)
- # of financial literacy programs for youth (2 planned)

Means of Verification

- Attendance sheets from financial literacy workshops
- Monitoring visits by the Project Coordinator

Project Goal (outcome-level): empower youth in East County to build wealth in order to bridge the generational wealth gap created through decades of systemic denial for socioeconomic mobility.

Qualitative Key Performance Indicators:

- Students express that they feel better equipped with knowledge in financial literacy that they would've otherwise not had access to
- Students report that they plan to employ the strategies learned in the financial literacy workshops
- Instructors report interest and active engagement by participants

Means of Verification

- Feedback collected through evaluation forms completed by the financial workshop participants
- Debriefs with financial literacy instructors
- Follow-up interviews with participants of the program