



NEALE GODFREY

Creator of "kids and money" topic.

Preeminent thought leader
in family financial literacy.

Speaker • Author
Board Member/Advisor
Entrepreneur

WHAT CAN NEALE DO FOR YOU?

- Design how you can participate in financial literacy
- Keynote speaker to multi-generations on designing their financial future
- Create programs for corporations, businesses, schools, and organizations
- Become an active part of your Board of Advisors or Board of Directors

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SOCIAL

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NEALE GODFREY
— MONEY FOR LIFE —

NEALE GODFREY'S TRAILBLAZING WORK

Neale Godfrey is the financial voice for women and multi-generations as well as a world-renowned speaker and author, who has inspired millions through her work. She motivates, trains, educates, and frankly, entertains by delivering her core message: Empower yourself to take control of your financial life.

Neale brings an important perspective on connecting the financial dots for families, which she delivers to thousands of corporate audiences and financial advisors.

MAKING MONEY MAKE SENSE

As the creator for the topic of "kids and money" and trailblazer for financial literacy, Neale Godfrey has worked tirelessly over the last 35 years to connect the family around the topic of money.

Neale began her journey in 1972 as one of the first female executives at The Chase Manhattan Bank (the world's largest bank at the time). She later went on to become President of The First Women's Bank and founder of The First Children's Bank in FAO Schwarz. Neale was also involved with the Institute for Youth Entrepreneurship in Harlem.

Neale is the *New York Times* #1 Best-Selling Author of *Money Doesn't Grow on Trees: A Parent's Guide to Raising Financially Responsible Children* and has authored a total of 28 books to empower kids and their parents to have a healthy relationship with money.

TELLING IT LIKE IT IS: MEDIA & NOT-FOR-PROFITS

Neale has represented global companies as a National Spokesperson; including Microsoft, UPS, Lincoln Financial, Fidelity, AIG, Nuveen, Aetna, Coca-Cola, among others. She has also appeared as a financial expert on programs such as; *The Oprah Winfrey Show*, *Good Morning America*, and *The Today Show*, on major news networks such as; CNN, CNBC, and FOX Business, and starred in the PBS Special, *"Your Money, Your Children, Your Life."*

Neale is a popular contributor for Kiplinger, a former contributor to Forbes.com and Huffington Post, and a former Nationally Syndicated Columnist for the Associated Press.

Neale has served on White House and Governor's Task Forces, as well as on the Board of Directors of UNICEF, UNWomen, Young President's Organization — YPO (Member since 1987), The NY Board of Trade, and Morris County Chamber of Commerce.

BOARD POSITIONS & ACADEMIA

Neale currently serves the following organizations on their Board of Advisors:

- Greenlight Financial Technology, Inc., a debit card and investment platform for children, giving parents the ability to "greenlight" transactions
- DriveWealth, LLC, a registered broker/dealer with a mobile investing platform
- EarlyBird, an app for parents, family, and friends to make financial gifts to kids
- National Urban League Guild, an auxiliary volunteer group that supports the National Urban League and affiliates across the country

Neale is an Executive in Residence and Innovation Fellow at Columbia Graduate School of Business as well as the Senior Mentor for the *Think Bigger: The Innovation Method* course.



NEALE GODFREY

Speaker • Author
Board Executive • Entrepreneur

ACCOMPLISHMENTS

- Family Financial Literacy Thought Leader
- Renowned Keynote Speaker & Female Leader
- *New York Times* #1 Best-Selling Author
- Executive in Residence and Innovation Fellow at Columbia Graduate School of Business
- Expert Guest – *The Oprah Winfrey Show* (13 appearances), *Good Morning America*, *The Today Show*, *FOX Business*, *CNN*, *CNBC*

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PUTTING DOLLARS AND SENSE TOGETHER

In 1989, Neale formed her own company, Children's Financial Network, Inc., with the mission of educating children and their parents about money. Among her many accomplishments, Neale developed the first money curricula for children and young adults, Pre-K through High School, *The One and Only Common Sense/Cents Series*, as well as an interactive computer game called MoneyTown. More recently, Neale partnered with Tom Hester (Character Designer of Shrek) to give a facelift to her money characters. Those characters are featured in all three of Neale's #1 Educational mobile gaming apps in the App Store.

CONNECTING THE GENERATIONS THROUGH MONEY AND CHARITY

Neale works intensively with Wounded Warriors as a faculty member of Veteran Women Igniting the Spirit of Entrepreneurship (V-WISE), and Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), which are both operated by The Institute For Veterans and Military Families at The Whitman School of Management of Syracuse University.

Neale is also a founding member of a YPO global entity called RISE, an international social and ecological movement, which incorporated into World Merit (WM), an organization of Millennials in 160 countries helping to address global issues.

ACCOLADES, AWARDS, AND APPLAUSE

Neale has earned recognition from the White House for her program, *LIFE, INC: The Ultimate Career Guide for Young People*, sponsored by Deloitte Foundation. She has been honored with awards such as:

- Woman of the Year
- Banker of the Year
- Muriel Siebert Lifetime Achievement Award (for her trailblazing work on financial literacy)
- NJBIZ Best 50 Women in Business Award
- Child Advocate of the Year - Femme Award of Excellence, UNWomen
- National Winner, w2wlink's Ascendancy Awards for Business Women
- Garden State Woman of the Year
- Awarded for Outstanding Service Toward Financial Literacy, United Negro College Fund
- Women of Influence Award, Commerce and Industry Association of New Jersey
- National Honoree, WomenInBusiness.org

Neale Godfrey graduated cum laude from The School of International Service at The American University.

Despite all of her achievements, her kids and grandkids find it really cool that she was an answer on *Jeopardy!* as well as a question in *The New York Times* crossword puzzle.