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<th>Purchased Services 400</th>
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Adjusted Allocation: 0.00
Remaining: -1,223,560.00
Applicants shall respond to the prompts or questions in the areas listed below in a narrative form.

A) APPLICANT INFORMATION - General Information, Experience and Capacity

1. Project Title: Financial Literacy Consortia Partnership

2. Executive Summary: Provide an executive summary of your project proposal and which goal(s) in question 9 you seek to achieve. Please limit your responses to no more than three sentences.

3. 300000. Total Students Impacted:

4. Lead applicant primary contact - Provide the following information:
   - First Name, last Name of contact for lead applicant: Jeremy Dunn
   - Organizational name of lead applicant: Life Money
   - Unique Identifier (RIN/Fed Tax ID): EIN:
   - Address of lead applicant: 562 Lee St Marion Oh 43302
   - Phone Number of lead applicant: 740.341.2221
   - Email Address of lead applicant: j Dunn@mylifemoney.org

5. Secondary applicant contact - Provide the following information, if applicable:
   - First Name, last Name of contact for secondary applicant: Miles Burson
   - Organizational name of secondary applicant: Marion City Schools
   - Unique Identifier (RIN/Fed Tax ID): 044333
   - Address of secondary applicant: 429 Presidential Drive, Marion, OH 43302
   - Phone number of secondary applicant: 740-223-4422
   - Email address of secondary applicant: miles@marioncity.k12.oh.us

6. List all other participating entities by name: Provide the following information for each additional participating entity, if applicable: Mention First Name, Last Name, Organizational Name, Unique Identifier (RIN/Fed Tax ID), Address, Phone Number, Email Address of Contact for All Secondary Applicants in the box below:

<table>
<thead>
<tr>
<th>First Name, Last Name</th>
<th>Organizational Name</th>
<th>Unique Identifier (RIN/Fed Tax ID)</th>
<th>Address</th>
<th>Phone Number</th>
<th>Email Address of Contact</th>
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<tbody>
<tr>
<td>Jeremy Dunn</td>
<td>Life Money</td>
<td>EIN:</td>
<td>562 Lee St Marion Oh 43302</td>
<td>740.341.2221</td>
<td>j <a href="mailto:Dunn@mylifemoney.org">Dunn@mylifemoney.org</a></td>
</tr>
<tr>
<td>Miles Burson</td>
<td>Marion City Schools</td>
<td>044333</td>
<td>429 Presidential Drive, Marion, OH 43302</td>
<td>740-223-4422</td>
<td><a href="mailto:miles@marioncity.k12.oh.us">miles@marioncity.k12.oh.us</a></td>
</tr>
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7. Partnership and consortia agreements and letters of support: - (Click on the link below to upload necessary documents).

   * Letters of support are for districts in academic or fiscal distress only. If school or district is in academic or fiscal distress and has a commission assigned, please include a resolution from the commission in support of the project.

   * If a partnership or consortium will be established, please include the signed Straight A Description of Nature of Partnership or Description of Nature of Consortium Agreement.

   [Upload Grant Application Attachment.aspx]

8. Please provide a brief description of the team or individuals responsible for the implementation of this project including relevant experience in other innovative projects. You should also include descriptions and experiences of partnering entities.

   Successful initiatives require a strong leadership team. Our Leadership Team represents individuals who will lead, manage and operate day-to-day responsibilities. They will be supported by six additional support staff positions. Our Certification Team is dedicated to the success of financial literacy and is willing to commit their time to act as an active decision-making board. We will draw on their experience and expertise to ensure the effectiveness of the initiative. Our Partners represent leaders in the state of Ohio who have shared their passion for financial literacy and are willing to be a relational advocate for our initiative. Financial Literacy Certification Team Betsy De Matteo - Ohio State, Family Consumer Sciences Coord Responsible for initiative communication, data collection and data reporting; Betsy leads financial literacy education out of the Ohio extension office across the state. She has a vast knowledge of what educators need through research performed by OSU. Betsy is a leader concerning financial literacy in the State of Ohio. Jeremy Dunn M.Acc. - Life Money, President Responsible for training and material design and creation; Jeremy has been creating and building financial literacy resources for the past 3 years, since leaving JPMorgan Chase & Co. He shares content knowledge through applicable scenario learning that engages students. Jeremy continues to push the need for accountable and funded financial literacy in a way that creates measurable differences. Brittan Dunn M.Ed. - Education consultant, Kagan Cooperative Learning, Ohio Dept. of Education and North Central Ohio Education Service Center Responsible for educator development and student engagement; Brittan has traveled the country consulting with every kind of school system. Her ability to encourage educators and engage students makes her essential to the success of the project. She continues to be a catalyst for higher student and educator performance. Brittan is a teacher of teachers, continually producing positive change for school systems. Stanley Jackson - Former Ohio State University Quarterback, Big Ten Network Football Analyst, Lending Director Buckeye Nation Interim Inc. Bank Acquisitions Responsible for public awareness and relations; Stanley has amazing relationships through many avenues in the state of Ohio and continues to be an advocate for financial literacy among minority and poverty groups. His relational ability to draw appropriate attention to the needs of schools without funding or a voice is timely for the challenges we face. Stanley creates opportunities for the right people to reach the right needs. Mary Jo Kohl - Ohio Department of Education, Family Consumer Sciences Director Responsible for Ohio Education Awareness and relations; Mary Jo continues to be an innovative leader that pushes her subject matter educators to the front of education practices. She promotes effective and cutting edge educational tools that improve resources for the specific needs of educators and students. Mary is a motivator and an innovator concerning subject matter leadership. Melanie Kwast CPA - Auditor for the Auditor of State of Ohio Responsible for project accounting and spending; Melanie brings her skills concerning financial management and reporting. Her experience with the State Auditor's office has been specialized in Public School audits. She ensures the funding timing and expenses are made exactly as planned and in compliance with U.S.A.S. practices. Melanie brings the catered accounting practices the Ohio Department of Education and State Auditors Office require. Mike McDaniel - Ohio Automobile Dealers Association Past President, President of McDaniel Automotive Responsible for business operational oversight; Mike brings over 30 years of business operations experience. He operates a successful automotive business as well as several community initiatives. He is an essential part of the team; ensuring business operations run smoothly.

B) PROJECT DESCRIPTION - Overall description of project and alignment with Outcomes

9. Which of the stated Straight A Fund goals does the proposal aim to achieve? - (Check all that apply)
   - [ ] Student achievement
   - [ ] Spending reductions in the five-year fiscal forecast
   - [ ] Utilization of a greater share of resources in the classroom

10. Which of the following best describes the proposed project? - (Select one)
    - [ ] New - never before implemented
    - [ ] Existing and researched-based - never implemented in your district or community school but proven successful in other educational environments
    - [ ] Mixed Concept - incorporates new and existing elements
    - [ ] Enhancing/Scale Up - elevating or expanding an effective program that is already implemented in your district, school, or consortia partnership

11. Describe the innovative project.

   Building an innovative and sustainable answer to the financial literacy dilemma requires an amazing team with different, unique perspectives and skills. By building a team of Oh educators, business professionals and state leaders, we will create a Financial Literacy Certification Team or FLCT. This team will be responsible for creating the resources educators need to effectively teach financial literacy. Our project focuses on creating the certification and resource tools for educators leading financial literacy classes. All resources will be readily available to all educators and students through online applications. Following the financial literacy curriculum outline by the Ohio Department of Education (ODE), the FLCT will create 16, 30-minute lesson training sessions. The purpose of these videos is to
12. Describe how it will meet the goal(s) selected above. If school/district receives school improvement funds/support, include a brief explanation of how this project will advance the improvement plan.

Our visionary concept creates fair, equal financial literacy training for all Ohio educators and equal availability of materials for all Ohio students. Literally, every teacher and student will have the same accessibility to essential financial literacy resources. Through the FLCT, every educator and student will also have a guiding team, ensuring the desired measurable goals are reached. At the value in the concept is the low to no maintenance of digital resources once they are completed and available online. Lasting impact is accomplished through the collective effort of the FLCT, leading the financial literacy initiative to see students financially literacy. Ohio's future will dramatically improve as a result of students building financial healthy lives versus destructive habits continually dominated.

C) SUSTAINABILITY - Planning for ongoing funding of the project, cost breakdown

13. Financial Documentation - All applicants must enter or upload the following supporting information. Responses should describe specific information in the financial documents when applicable:

a. Enter a project budget
b. Upload the Straight A Financial Impact Template forecasting the expected changes to the five-year forecast resulting from implementation of this project. If applying as a consortia or partnership, please include the five-year forecasts of each school district, community school or STEM school member for review.

c. If subsection (b) is not applicable, please explain why, in addition to how the project will demonstrate sustainability and impact.

Not applicable. No funding currently allocated to financial literacy in the education budget. Once the funding period is expended, all digital resources will continue and be hosted on the created FLCT web page. Costs associated with web hosting and domain ownership are about $150 per year. The remaining cost associated with maintaining the digital resources will be funded through the continued costs associated with maintaining the digital resources will be funded through the continued

14. What is the total cost for implementing the innovative project?

1,275,000.00 * Total project cost

* Provide a brief narrative explanation of the overall budget. The narrative should include the source and amount of other funds that may be used to support this concept (e.g., Title I funding, RRT money, local funding, foundation support, other.) and provide details on the use of these funds included in the budget (i.e., staff counts and salary/benefits, equipment to be purchased and cost, etc.).

1. The source of funding for our initiative would come from the Straight A Fund - Leadership Compensation of $180,000; three primary individuals leading, building, coordinating and organizing the initiative. - Certification Team Compensation of $60,000 (8 members, $10,000 each); direct team guiding the creation and strategy of the initiative - Other Employee Compensation of $180,000; Executive Assistant; Assigned assistant to executive team; aiding in schedule coordination, meeting hospitality, phone call and email organization. Administrative Coordinator; General administrator for all office employees; maintain facility, office supplies, team functions, meetings & general reception. Media Team; Support all media functions including; web development, video production, online resources, graphic design & general tech support. Writing Team; Develop and create all written content, context, and communications through creative and engaging writing elements. Accounting & Finance; dentity, record and execute all financial diligences. Develop reporting to ensure compliance and process for forecasting. Educator Support; Receive, troubleshoot and proactively respond to all needs that would assist or hinder educator relations and product usage - Governance & Administration of $127,500; sponsor school administration and employee cost for facilitating and oversight - Material Creation Cost of $357,000; video production, app development, 1650 illustrations, distribution, assessment software and web hosting. - Office Lease of $24,000; work space lease providing one central location for all employees and equipment. - Professional development of $23,000; technology and skills development. - Professional development of $23,000; technology and skills development.

15. What new/recurring costs of your innovative project will continue once the grant has expired? If there are no new/recurring costs, please explain why.

150.00 * Specific amount of new/recurring cost (annual cost after project is implemented)

* Narrative explanation/narrative: Provide details on the cost items included in the budget (i.e. staff counts and salary/benefits, equipment to be purchased and cost, etc.). If there are no new/recurring costs, please explain why.

The digital resources must have a central location to "live," meaning a familiar website that remains familiar to educators and students for sustainable success.

16. Are there expected savings that may result from the implementation of the innovative project? (Include expected savings (i.e. staff counts and salary/benefits, equipment to be purchased and cost, etc.)

36,225,000.00 * Specific amount of expected savings (annual)

* Narrative explanation/narrative: Provide details on the anticipated savings (i.e. staff counts and salary/benefits, equipment to be purchased and cost, etc.)

1. Financial Literacy continues to be a need for our students that is not currently being met by a centralized, supported effort with clear outcomes. As the need for financial literacy grows, without support of your proposal, eventually funding will be provided. If the 300,000 students received traditional, per student materials we estimate and average cost of $25 per student. This would equal a cost of $7,500,000 for student materials. Assuming that type of funding would remain for 5 years, equals a total of $37,500,000 in funding. Support of our proposal (funding of $1,275,000) would provide digital resources that remove the need for additional funding in the future. ($37,500,000 - $1,275,000 = $36,225,000)

17. Provide a brief explanation of how the project is self-sustaining. If there are ongoing costs associated with the project after the term of the grant, this explanation should provide details on the cost reductions that will be made that are at least equal to the amount of new/recurring costs detailed above. If there are no new/recurring costs, explain in detail how this project will sustain itself beyond the life of the grant.

The vision of the Straight A Fund has echoed through our strategy to provide resources past the funding period. Once the funding period is expended, all digital resources will continue and be hosted on the created FLCT web page. Costs associated with web hosting and domain ownership are about $150 per year. The remaining cost associated with maintaining the digital resources will be funded through the five-year forecasts of each school district, community school or STEM school member for review. The remaining resources will be created and in active use around Ohio through LifeMoney (financial literacy material and training provider for middle school and high school students). The remaining resources will be created and distributed to every student receiving financial literacy education. Once the funding period is complete, all digital resources will still be available to students and schools at no cost. Project Highlights - Educators are equipped through custom solutions from local, Ohio education, business and other state leaders - Educators have digital access to all resources necessary to teach financial literacy with a certification team responsible for success - No additional funding required after the funding period - Students receive the same materials and resources without impact of school budgets - Students receive readily accessible digital materials in multi-deliverable formats - videos, applications, ebooks and online assessments - Financial literacy is delivered in its full scope versus other complimentary or limited resources - Funding Bill 1 (financial literacy initiative requirement with state legislature clincial etc.).

D) IMPLEMENTATION - Timeline, communication and contingency planning

18. Fill in the appropriate dates and an explanation of the timeline for the successful implementation of this project. In each explanation, be sure to briefly describe the largest barriers that could derail your concept or timeline for implementation and your plan to proactively mitigate such barriers. In addition, the narrative should list the stakeholders that will be engaged during that stage of the project and describe the communication that occurred as the application was developed.

Describe the ongoing communication plan with the stakeholders as the project is implemented. (Stakeholders can include parents, community leaders, foundation support and businesses, as well as educational personnel in the affected entities.)

* Proposal Timeline Dates
Plan (MM/DD/YYYY): 12/17/13

* Narrative explanation
Communicate the initiative to all public school districts through email and telephone once a month between December 2013 to June 2014 or Barriers are time and attention required to communicate with all 815 school district officials. Solutions are, "how do you do an elephant approach?" by sorting the list of school districts into smaller manageable lists enables our team to communicate directly with every school on a personal level. - Share the initiative with media outlets through an approved press release - Host monthly, informative video and telephone conference sessions from December 2013 to June 2014 for educators impacted - Create Online Video Certification Trainings for Barriers are equipment, people and time required to produce high quality videos. Solutions are utilizing the
null
example, if one FLCT member is better equipped to strategize the solution to a concern then we will enable that member to lead the solution. If there is a problem with forecasting upcoming costs, we will support the leadership of Melanie Kwast, as a CPA employed with the State Auditor's Office. Cloud storage, Google Docs and Test making software will enable us to have second by second status on data. This immediate access to information will allow the FLCT to maintain a "finger on the pulse" of the initiative. Members of our FLCT already employ best practices for these evaluation models in their respective fields. For example, Mary Jo Kohl keeps her attention on all Family Consumer Science educators K through 12 for all of Ohio. Mike McDaniel has operated a successful business for 30 years. Betsy DeMatteo acquires information from all of Ohio State University's extension offices. Brittani Dunn consults with schools throughout the country and has managed feedback from thousands of educators. Education leaders helping combine their experience with our business leaders experience is the foundation for creating our measured objectives.

By virtue of applying for the Straight A Fund, all applicants agree to participate in the overall evaluation of the Straight A Fund for the duration of the evaluation timeframe. The Governing Board of the Straight A Fund reserves the right to conduct evaluation of the plan and request additional information in the form of data, surveys, interviews, focus groups, and any other related data to the legislature, governor, and other interested parties for an overall evaluation of the Straight A Fund.

PROGRAM ASSURANCES: I agree, on behalf of this applicant agency and/or all identified partners to abide by all assurances outlined in the Assurance section of the CCIP. In the box below, enter "I Accept" and indicate your name, title, agency/organization and today's date.

I accept