

January 2025

MLB HAS JOINED FL4A!



Collaboration announced at the HOPE Global Forums to drive economic empowerment.

Operation HOPE announced that Major League Baseball (MLB) has joined Financial Literacy for All. MLB Commissioner Rob Manfred joined NFL Commissioner Roger Goodell, NBA Commissioner Adam Silver, and NASCAR President Steve Phelps on-stage at the HOPE Global Forums in December 2024, marking the first time all four leaders appeared together publicly. FL4A aims to equip millions of youths and adults with the tools and resources needed to make informed financial decisions and build generational wealth.

The collaboration between these major sports organizations underscores their commitment to using the unifying power of sports to promote financial literacy globally. John Hope Bryant, founder of Operation HOPE, emphasized the historic nature of this collaboration, highlighting sports as a driver of inclusion and societal progress. With MLB's addition to the coalition, FL4A continues to expand its reach, leveraging the collective influence of sports to uplift communities through financial empowerment.

APRIL 30TH – SAVE THE DATE!

We're thrilled to partner with our founding FL4A member, Walmart, for a groundbreaking event on April 30th. Stay tuned for more details on this impactful (and fun) initiative—you won't want to miss it!

HGF 2024 RECAP



Global leaders united to drive economic inclusion, AI literacy, and community transformation.

The 2024 HOPE Global Forums gathered over 5,000 participants globally to focus on equity, innovation, and opportunity.

Key highlights included:

AI Literacy Pipeline to Prosperity Project (AILP3): A collaboration with Georgia State University and other partners to equip underserved students with AI and financial literacy skills.

Partnership Commitments: Major sponsors pledged nearly \$100M for initiatives such as Truist's \$20M financial literacy expansion, Shopify's \$190M for Black-owned businesses, and Wells Fargo's \$420M investment in underserved communities.

Mainstage Themes: Leaders addressed topics like AI's role in equity, economic inclusion through sports, housing equity, and fostering inclusive, innovative communities.

Idea Labs & Straight Talks: Sessions tackled affordable housing, financial inclusion, workforce reskilling, and systemic barriers for women- and minority-owned businesses. Operation HOPE thanks all participants and sponsors for supporting our mission!

We are eager for HGF25 this December 1-3, 2025, in Atlanta, GA!

FL4A IMPACT ASSESSMENT MEASURING OUR PROGRESS IN FINANCIAL LITERACY

As part of our ongoing commitment, we evaluate the impact of FLA and Member initiatives to promote financial literacy each year. This process is essential to our movement, helping us measure progress and stay aligned with our mission. Thank you to those who have already submitted their data. If you haven't yet, please complete all relevant sections below for your organization and submit the form by Tuesday, February 19th. We truly appreciate your time and dedication to this important work!