

Welcome to the 2011 Summer Edition of “Wake Up!” the official D.R.E.A.M. newsletter. Our newsletter is a vital source of news about our events, program offerings, volunteer opportunities, and much more. We hope you enjoy it!

## D.R.E.A.M. Launch Event, 5/4/2011 Recap

On May 4th, 2011 we hosted our launch event and after work mixer at the luxurious Pranna Restaurant and Lounge located in the Flatiron District of NYC. The event was a huge success and had a great turn out. We are thankful to all of our friends (old and new), supporters, colleagues, and family members that came out to support us.

A raffle contest and silent auction of an Xbox 360 package was the highlight of the evening. A round of applause goes to our raffle winners Alaina Chipman (bottle of Moët champagne), Ben McSwain (Mets ticket package), Bess Watts (D.R.E.A.M. signature tote bag). And a big round of applause goes to Kira Pole, winner of the Xbox 360 silent auction!

The event was capped off by a surprise birthday cake for D.R.E.A.M. to commemorate our launch. Thank you to everyone who helped make the night a success, and special, for all of us here at D.R.E.A.M. Pictures are available on our website on the [photo gallery page](#) and on our Facebook page. Check ‘em out!

Thank you to the companies and persons that donated items for our raffle and silent auction. Thank you to Kimberly Hogg & Pepsi Co. for donating the Xbox 360 console, Alicia Criner & Microsoft for donating the Xbox 360 games, Victor Flores Jr., for donating a Mets vs. Dodgers premium package for the May 6th game, and Jeffrey Pogash & Louis Vutton Moët Hennessy for donating the magnum size bottle of Moët champagne.

A special thanks also goes out to those who helped make the event possible: Greg “DJ Danglez” Lee for the music entertainment, The Millennial Effect (TME) for directing the PR efforts, Debonaire and The Up and Coming Group for leading all marketing and promotion for the event, our photographer Frankie Rivera, and last but not least, our host venue Pranna.

## “Invest in \$uccess” Program Launch!

The highly anticipated, city-wide launch of our premier program for high school students will take place this October (the official date will be announced on our website). This three-year, comprehensive institute targets students in their sophomore year of high school and strategically develops their knowledge of both personal finance and investing by the end of their senior year in high school. The breadth of topics covered and difficulty of the course material gradually increases per year, ranging from first-year topics such as “The Basics of Budgeting” to the third-year topics such as “Valuing Investments in the Private Market”. For more information [click here](#).



## Summer Edition

### “Invest in Success” Application Available!

Are you a rising high school sophomore or do you know one? All eligible students are encouraged to apply for the “Invest in Success” Class of 2014! The application will be available on our website August 8<sup>th</sup>. The deadline for submitting the application is Sunday, October 30<sup>th</sup>. Interviews and selection will be conducted in November. Don't miss this opportunity!

### Interested in Volunteering?

If you have a passion for giving back to the community, D.R.E.A.M. wants you! We are looking for mentors, course instructors, or anyone who just wants to lend a helping hand. If you are interested please email us at [volunteers@dream-nyc.org](mailto:volunteers@dream-nyc.org).

### Preparing Your Financial Future for Fireworks: July 4th Edition

Remember that boring, summer reading list everyone hated in middle school? Well, staying informed and knowledgeable is an important part of financial literacy, so let D.R.E.A.M make summer reading fun! While you lay on the beach tanning, fly to a Caribbean destination, or sit in the car during the family road trip, read a book from D.R.E.A.M.'s summer reading list! These books are highly recommended by us and will surely leave you enlightened:



***Rich Dad, Poor Dad* by Robert T. Kiyosaki** — This “tell all” book about wealth creation breaks down the essential knowledge that the rich teach their children. The author does an excellent job of conveying basic financial principles through a personal narrative about his life lessons and experiences. This book is an easy read and can be completed in one sitting.

***The Richest Man in Babylon* by George S. Clason** — This story about the ancient, prosperous city of Babylon weaves a tale of ancient narratives and financial wisdom in a compelling fashion. Covering the basics of wealth generation and preservation, this book illustrates how sound financial principles can transcend time.

***The Investment Answer* by Daniel C. Goldie and Gordon S. Murray** — Though a very swift read, this book is informative for beginners and experienced investors alike. Focusing on five key decisions to unlock and demystify investing, the authors explain investment management and personal finance topics in such an extremely lucid and simple fashion that we would even recommend this book to parents who want to expose their children to investing principles at an early age.

### Co-Founders Attend HOPE Financial Literacy Forum at the NYSE

Operation HOPE, founded by financial literacy advocate John Hope Bryant, hosted the HOPE Financial Literacy Forum “The Rebirth of America Post Economic Crisis” at the New York Stock Exchange in New York City on July 20<sup>th</sup> and 21<sup>st</sup>.

The event featured a welcome reception on the evening of the 20<sup>th</sup> with a special ceremony honoring Muriel Siebert, the first female member of the NYSE, and Steven J. Freiberg, CEO of E\*Trade Financial. The second day of the forum brought together members of the public and private sector to engage in a lively discussion and plan on how to address the financial illiteracy crisis in America.

Some attendees of the event were Civil Rights leader Andrew Young and Ari Matusiak, Executive Director of the White House Business Council. D.R.E.A.M was honored to be in attendance during such an extraordinary event comprised of national leaders committed to financial literacy.



# Summer Edition

## More Money, More Problems?

Was getting your finances in order a resolution for 2011? Did you miss our first newsletter? Don't fret—it's not too late, if you follow our eleven steps to financial responsibility, you will be in good shape before old-man winter comes around. "11 Ways to Turn Your 2011 Financial Resolutions Into Reality!" is available on our website [www.dream-nyc.org/news-press-releases](http://www.dream-nyc.org/news-press-releases).

## D.R.E.A.M. on YouTube!

Did you know you can find us on YouTube? Check out our YouTube channel [here](#). Follow us on YouTube for periodic updates with footage of our events, instructional sessions, and special virtual classes on a range of personal finance topics. Also, coming soon, is our new video for the "Invest in Success" program launch this Fall! Stay tuned.

### Upcoming Events!

**August** — *"Summer Follow-a-thon": Help @Dream\_NYC reach 300 followers on Twitter by August 31st! Be one of our first 300 followers and enter the chance to win a prize!*

**August /September** — *End of Summer Fling: "Like" us on Facebook by September 30<sup>th</sup> and enter the chance to win a prize!*

**September** — *Fall fundraiser (Visit [www.dream-nyc.org](http://www.dream-nyc.org) for more information)*







**Thank you for reading our summer newsletter.  
We hope you enjoyed it!**

***"Leading Youth to Financial Empowerment"***

## Summer Edition

### Interested in Joining the D.R.E.A.M. Distribution List?

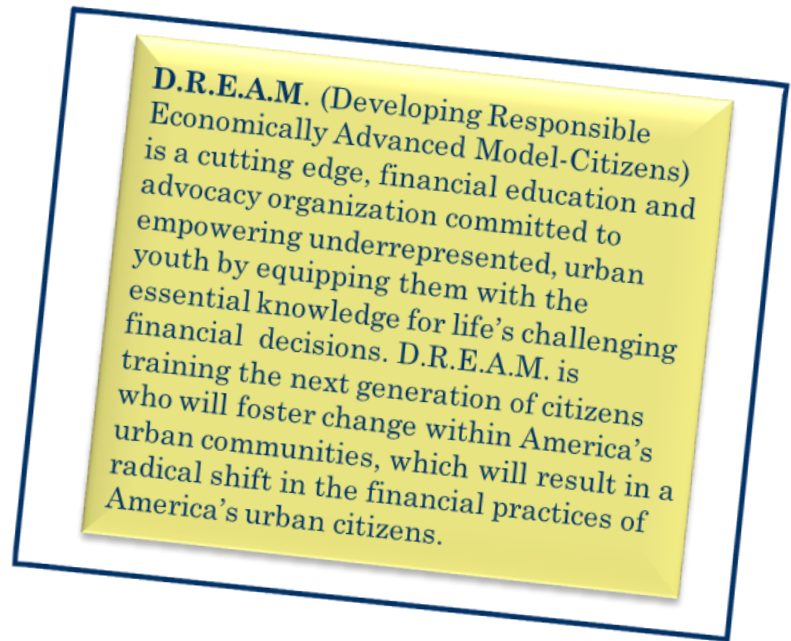
If you would like to join our distribution list to receive further newsletters, programmatic updates, exclusive events and opportunities, or even if you have general inquiries, please email us: [info@dream-nyc.org](mailto:info@dream-nyc.org).



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**"Leading Youth to Financial Empowerment"**