

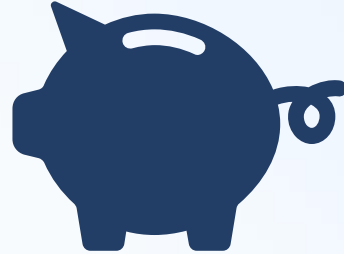
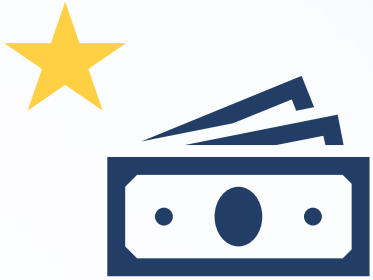
There Is More to Money Than Spending

Money Management Basics Part I

New Jersey State Library | January 27, 2026

Jessica Mardo, Program Manager Investor Education Community Outreach
FINRA Investor Education Foundation

Series Roadmap



Tuesday January
27, 2026
11 am – 12 pm EST

***There is More to
Money Than
Spending: Money
Management
Basics Part I***

Thursday
January 29, 2026
11 am – 12 pm EST

***There is More to
Money Than
Spending: Money
Management
Basics Part II***

Wednesday
February 4, 2026
10 – 11 am EST

***Understanding
the Types of
Investments***

Thursday
February 5, 2026
10 – 11 am EST

***The Power of
Investing Over
Time***

Who We Are

FINRA

- Self-regulatory organization for U.S. broker-dealers
- *Mission:* Investor Protection & Market Integrity
- *What we do:* write rules, surveil the markets, discipline rule breakers, educate investors



FINRA Foundation

- *Mission:* Empowers Americans with the knowledge, skills, and tools to make sound financial decisions throughout life
- *What we do:* protect consumers from fraud, conduct and support research, foster financial capability in communities



Agenda

Six Elements of Money Management

 **Money Mindset**

 **Pay Yourself First**

 **Understanding
Where Money Goes**

 **Credit Scores**

 **Setting Goals**

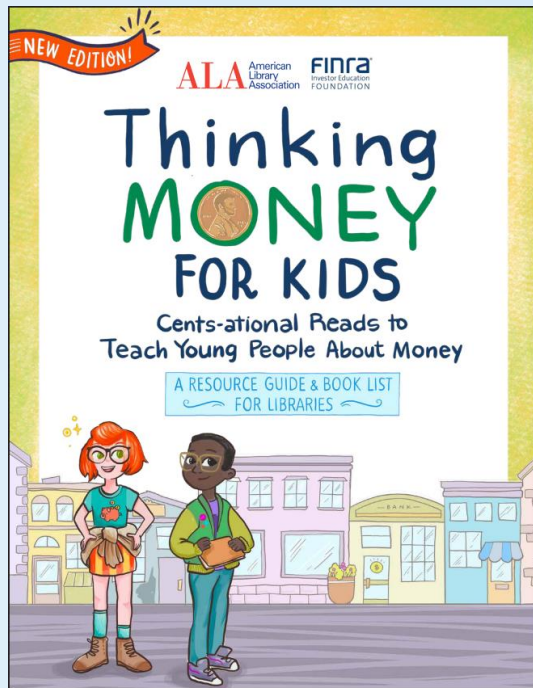
 **Protecting Money**

Your **understanding and confidence** in these topics will allow you to **navigate** the many financial education resources available to create and offer the most **appropriate programming and guidance** for your patrons.

Thinking Money for Kids

New Edition Released December 2025

Resources for All Ages



Kindergarten to Grade 2

Billy the Borrowing Blue-Footed Booby
(Money Tales series)
by Sheila Bair; illustrated by Amy Zhing
ALBERT WHITMAN & CO., 2021
9780807508121

Billy the Blue-Footed Booby, who lived on the Galapagos, wanted to buy an umbrella, so he went to Selling Seal. But Billy didn't listen to Seal's explanation of what that umbrella would end up costing him. And then Billy wanted a fan like Arlene the tortoise's, a purple-striped wig like Ig the guano's, neon-green shoes like Helel the lizard's, and Seal's anchovy grill. In this brightly illustrated and approachable story, Billy discovers the concepts of "buy now and pay later" and "needs versus wants."

A Boy, a Budget, and a Dream
by Jasmine Pawl; illustrated by Jose Nieto
CREATEFINSTEW LLC, 2020
9781736733516

Kass budgets her money carefully and expects her brother Joey to do the same. But Joey spends every dollar he earns. When he realizes he hasn't saved enough money to pay for something he's been dreaming about, Joey must either learn to budget or risk giving up his dream.

Breaking the Piggy Bank (Craftily Ever After series, book 6)
by Martha Maker; illustrated by Xindi Yan
LITTLE SIMON, 2019
9781534429024

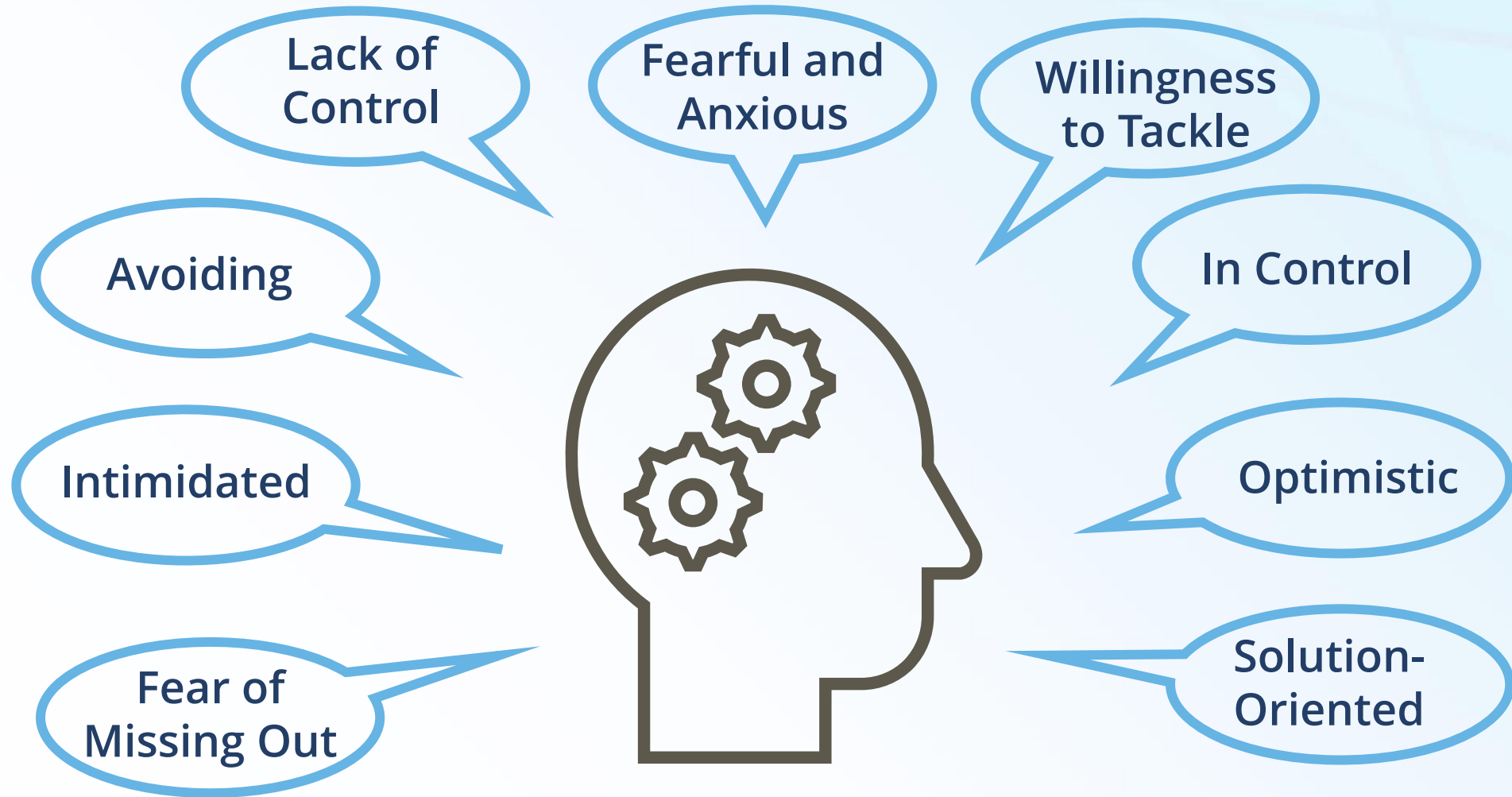
Bella, Emily, Maddie, and Sam have been hard at work in their craft studio—so busy, in fact, that their supplies are starting to dwindle. It's time to stock up. To add a little money to their piggy bank, the friends decide to combine their skills and use the last of their allowance to create their very own business: a lemonade stand. But something's not quite right. While the stand looks fabulous, the lemonade is ... not. And where are all their customers? Can these crafty entrepreneurs save their business before it's too late? Along the way, they learn about profit margins, advertising, and giving back to their community.

Thinking Money for Kids | Cents-ational Reads to Teach Young People About Money

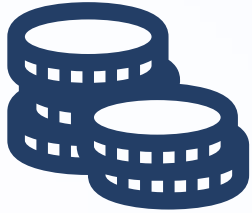
Thinking Money for Kids (TM4K) is a collaboration between the American Library Association (ALA) and the FINRA Foundation to **bring financial education programming to libraries in a turn-key format.**

Money Mindset

Check out the "[Thinking Money](#)" documentary on PBS.



Money Mindset: Developing the Mindset for Children



- Introduce actual currency!
- Incorporate counting and coin-sorting into activities or games with children.
- Practice discussing what items in a pantry or fridge cost and finding the equivalent physical currency.



- Visit the bank!
- **Parents can open joint bank accounts with their children.**
- Practice depositing physical currency in the child's account and then reviewing the balance online with them.
- Withdraw cash from the ATM.



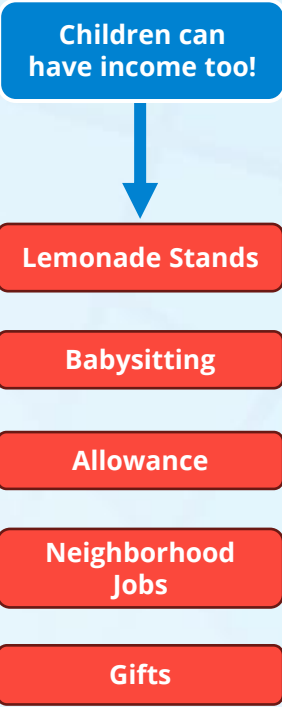
- Explain that money can also be stored “virtually” or on cards.
- Teach the basic difference between debit and credit cards: debit cards pull from money existing in the bank and credit cards borrow money.
- Discuss how all borrowed money must be paid back from money that is in the bank.
- Discuss how payments online for games or other activities must be paid for with a debit card or credit card and the credit card must be paid back.

Understanding Where Money Goes



Three Steps to Building a Budget

- Track Your Expenses
- Identify Your Income Sources
- Analyze Your Cash Flow



Understanding Where Money Goes: Monthly Expenses

Income – Expenses = Available Resources

| INCOME | |
|-----------------------|-----------|
| Net Pay (After Taxes) | \$ |
| Investment Income | \$ |
| Interest on Savings | \$ |
| Other Income | \$ |
| Total Income | \$ |

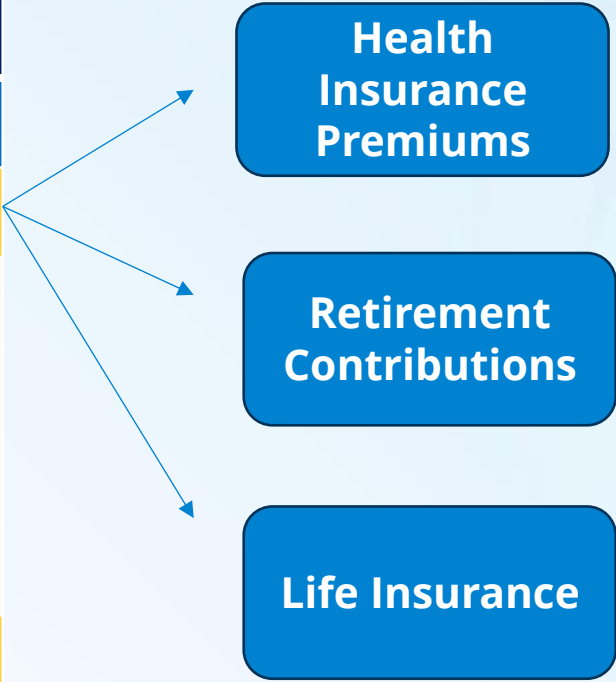
| EXPENSES | |
|---|-----------|
| Savings | \$ |
| Rent/Mortgage | \$ |
| Utilities (Electricity/Gas/ Water) | \$ |
| Communications (Telephone/Internet/Streaming/Cable) | \$ |
| Food (Groceries/Eating out/Ordering in) | \$ |
| Transportation (Gas/Bus/Train/Rideshare Apps) | \$ |
| Loans/ Debts/ Other Obligations | \$ |
| Insurance (Health Care/Auto/Renters/Home, etc.) | \$ |
| Childcare | \$ |
| Miscellaneous (Clothes/Travel/Entertainment/Kids!!!) | \$ |
| Total Expenses | \$ |

Understanding Where Money Goes: Taxes

Understanding Basic Payroll Deductions

Other Potential Deductions

| Example | |
|---|-------------------|
| Bi-Weekly Paystub (80 hours X \$15.00) | Amount |
| Gross Pay | \$1,200.00 |
| Federal Withholding - Taxable Wages - 10.00% | -\$120.00 |
| State Tax - Taxable Wages - 5.00% | -\$60.00 |
| Social Security (OASDI) Taxable Wages - 6.20% | -\$74.40 |
| Medicare - Taxable Wages - 1.45% | -\$17.40 |
| Net Pay | \$928.20 |



Understanding Where Money Goes: Taxes

Why do we pay taxes?

Federal Taxes:

Large-Scale, nationwide programs and responsibilities

Social Security
(Retirement & Disability)

Major Health Programs
(Medicare & Medicaid)

Defense

State and Local Taxes:

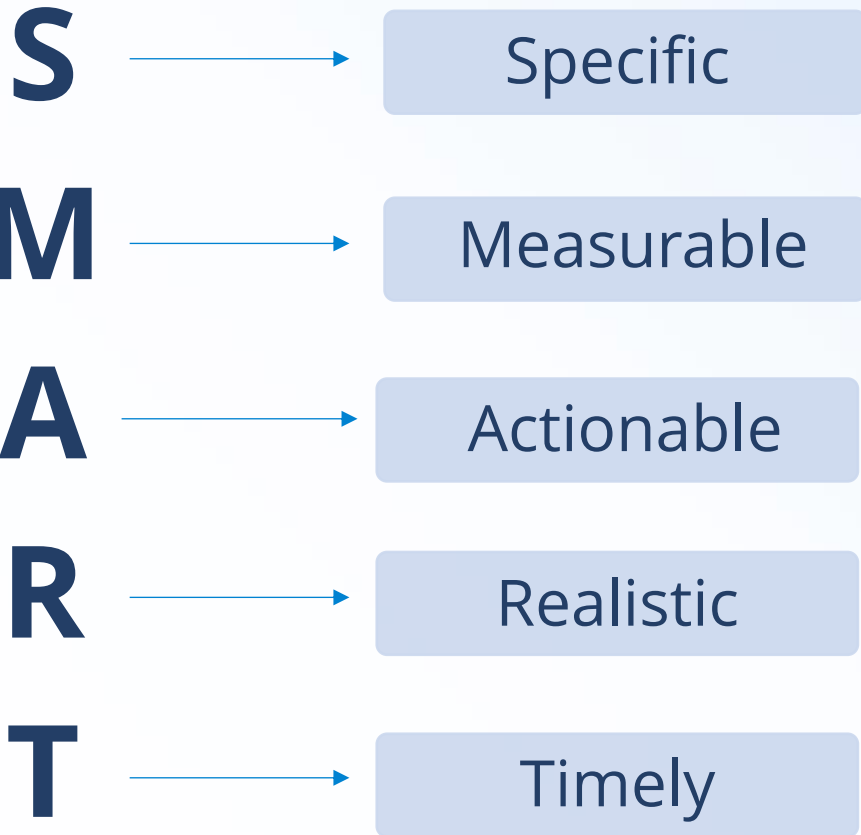
Services that directly impact communities and daily life

Education
(Public K - 12 and higher education)

Public Safety
(Police, Fire, Emergency Medical Services)

Public Services
(Public libraries, parks and recreation, trash collection, etc.)

New Jersey residents can access tax filing resources [here](#).



SMART Goal
Create an Emergency Savings Fund.

I will save \$25 from each paycheck I receive and will have \$200 by the end of the summer.

Consider short, medium, and long-term goals



Pay Yourself First

SAVING:

Discounted consumer spending vs. accumulating assets

Set a Goal

Make a Plan

Save Automatically



Savings balances above \$250 are correlated with increased housing security.



Households that maintain a savings balance above \$100 are significantly better able to keep utilities on.



Having a savings balance above \$100 is strongly correlated with avoiding high-cost borrowing.



Maintaining a savings balance of \$100+ correlates with greater likelihood of financial satisfaction in life.

Be mindful of your monthly expenses

Aim for 3-6 months

Automate if possible

Put tax refunds to work

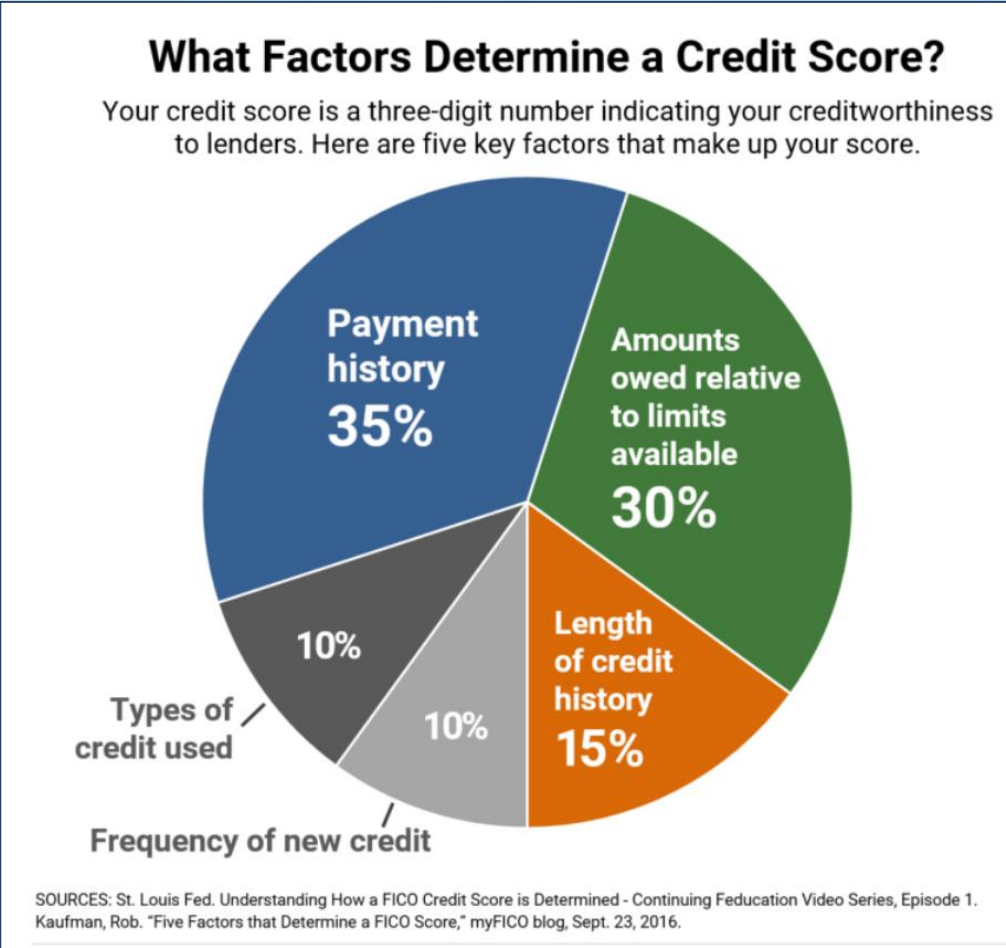
Keep the savings liquid (e.g., high-yield savings account)

Higher Scores = Cheaper Interest Rates

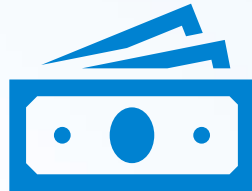


Source: TransUnion

Credit report vs. credit score



Credit Scores



Pay off the balance each month

Know When Payment is Due

Pay on time & limit purchases if necessary



Protecting Money

Insurance

- Health insurance
- Life insurance
- Disability insurance
- Homeowners/ Renter Insurance
- Auto Insurance



Managing Financial Risk

- Asset Diversification
- Verifying the experience and background of financial advisers and firms
- FDIC Protections

Fraud Prevention

- Stay vigilant for red flags: urgent, too good to be true, guaranteed returns
- Maintain cyber hygiene: unique passwords, MFA, use caution on public Wi-Fi,
- Verify, verify, verify!



Protecting Money



- Let's **move** this conversation to an **encrypted chat**.
- 6-month investment with **profitability of 3-5 times**.
- We have helped **hundreds of investors just like you** profit with this strategy.
- We are **controlling risk, there's no downside**.
- You can trade in your own account, just **follow my lead**.
- **Send me a screen capture** of your trades.
- **Don't tell anyone** about this deal.

The Better Business Bureau (BBB) reported investment and cryptocurrency scams as the #1 riskiest scam in 2024.

Three riskiest scam types by age

| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|---|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| 1 | Employment | Employment | Investment/ cryptocurrency | Investment/ cryptocurrency | Investment/ cryptocurrency | Investment/ cryptocurrency |
| 2 | Online purchase | Investment/ cryptocurrency | Employment | Employment | Employment | Romance/ friendship |
| 3 | Investment/ cryptocurrency | Online purchase | Romance/ friendship | Romance/ friendship | Romance/ friendship | Home improvement |

Youth Financial Education

- FINRA Foundation's [Resources for Educators page](#) features many resources.
- Check out the [Jump\\$tart Clearinghouse](#) and [New Jersey Coalition for Financial Education](#) for curated financial education resources.
- Check to see if [a library in your community](#) offers the Thinking Money for Kids Program Kit!
- Review relevant Investor Insights: [Financial Education for Kids: Creating a Pathway to Financial Fluency](#).

For You

- The [New Jersey Bureau of Securities](#) features resources and important news for New Jerseyites.
- FINRA's "[For Investors](#)" has guides on the basics of personal finance and investing as well as tools and calculators.
- Visit FINRA's [BrokerCheck](#) to review the background and experience of financial advisers and firms.
- [Avoid fraud](#) and [watch for red flags](#) to keep you and your family safe.

Thank you!

