



## Biddles Group

# Financial Wellness & Community Impact

Financial Strategy | Investor Insight | Financial Education



[Biddlesgroup.com](http://Biddlesgroup.com)

### **About Biddles Group**

Biddles Group partners with organizations to deliver financial education programs, investment insights, and strategic financial guidance that help individuals and communities make more informed financial decisions. Through workshops, tools, and educational initiatives, Biddles Group works to expand financial capability and economic opportunity.

## Helping individuals and organizations make more informed financial and investment decisions.



"Biddles Group brought the perfect mix relatability and intentionality. Financial topics that can sometimes feel intimidating were made accessible and practical for our audience. The program sparked meaningful conversations about building wealth, improving financial habits, and strengthening our community's financial future."

Deandre Johnson

Community Program Director, Ford Agreement Strategies

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# About Biddles Group

## Financial Strategy, Investor Insight & Financial Education

Biddles Group is a financial strategy firm providing financial guidance, investor insight, and financial education programs for individuals and organizations.

Our mission is to help people make more informed financial decisions by combining structured financial strategy with practical financial education.

Programs focus on helping participants:

- understand how money works
- make more confident financial decisions
- develop long-term wealth building habits
- strengthen financial knowledge within communities

Biddles Group partners with nonprofits, educational institutions, and community organizations to deliver financial wellness programming that empowers participants with practical financial knowledge.



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# Financial Education & Strategy Impact

Supporting individuals, communities, and organizations through practical financial education and strategic financial insight.

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## Impact Snapshot

Through workshops, community events, and educational initiatives, Biddles Group has worked with organizations and community partners to expand access to practical financial education and financial decision-making strategies.

## Impact Highlights

- 300+ individuals reached through financial education workshops and community presentations
- Programs delivered across youth, community, and adult audiences
- Financial education topics spanning budgeting, saving, credit, investing, and income development
- Partnerships with nonprofit organizations, community leaders, and educational institutions
- Interactive learning experiences designed to increase financial confidence and decision-making capability

## Impact Metrics

- 300+ participants reached through financial education programming
- 3 community-based workshops and public education events delivered
- Youth audiences ages 14–22 introduced to budgeting and investing fundamentals
- Community audiences of 250+ engaged in financial empowerment dialogue
- Adult financial stewardship workshops with 40–60 participants per session

## Sample Workshop Formats

- 60–90 minute keynote financial education sessions
- half-day financial empowerment workshops
- multi-session financial capability programs
- community panel discussions and forums



# Financial Education That Creates Real Engagement

Financial wellness programs delivered by Biddles Group combine clear financial education with practical, real-world application.

## Program Approach

Biddles Group delivers financial education programs that combine practical instruction with real-world application. Programs are designed to be interactive, discussion-driven, and accessible for diverse audiences.

The program leveraged the National Financial Educators Council (NFEC)'s educational resources. As an IACET Accredited Provider, the NFEC delivers materials grounded in research-based principles and tested by tens of thousands of organizations. Developed through collaboration among educators, financial professionals, and subject-matter experts, these resources effectively bridge the gap between theory and real-world application.

Recognizing that every learner brings unique financial habits, emotional connections with money, and current financial realities, we selected materials that go beyond content knowledge. The curriculum emphasized building positive behaviors, creating sustainable money management systems, and shaping healthy financial attitudes – helping participants move toward lasting, measurable outcomes.

"Programs are designed to increase financial confidence, strengthen financial decision-making, and expand economic opportunity within communities."



# Ways We Partner with Organizations

Biddles Group supports organizations through several types of financial education and strategy engagements.

## **Financial Wellness Workshops**

Interactive financial education programs designed to help participants build financial confidence and understand core financial principles including budgeting, saving, credit, and investing.

## **Community Financial Education Programs**

Collaborative programming with nonprofits, community organizations, and educational institutions focused on expanding financial literacy and economic opportunity.

## **Financial Strategy & Governance Insight**

Strategic financial discussions designed to help organizations strengthen financial awareness, decision-making frameworks, and long-term sustainability strategies.



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# Core Topics & Areas of Expertise

Biddles Group delivers financial education and strategic financial insight across several key areas.

## Financial Education

- Budgeting and financial planning
- Saving and financial resilience
- Credit and debt management
- Introduction to investing and wealth-building
- Income development and entrepreneurship

## Investment Insight & Strategy

- Market awareness and investment education
- Investment strategy frameworks
- Technical analysis and market behavior insights
- Investor education through tools and learning communities

## Organizational Financial Strategy

- Financial education programming for nonprofits and communities
- Financial governance insight and treasury awareness
- Strategic financial conversations for mission-driven organizations



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# Detroit Phoenix Center Case Study #1

Empowering young people with practical financial knowledge and investing awareness



Detroit Phoenix Center

## **Detroit Phoenix Center**

Youth Financial Education Workshop

### **Program Overview**

Detroit Phoenix Center partnered with Biddles Group to deliver an engaging financial education workshop for youth participating in the organization's summer development programming. The session introduced foundational financial concepts including budgeting, saving, and investing while encouraging participants to think critically about their future financial decisions.

Through interactive discussion, real-world examples, and financial quizzes, participants explored how everyday financial choices can shape long-term opportunities. The workshop was designed to build financial confidence early and expose young people to investing and wealth-building concepts that are often underrepresented in traditional education.

### **Audience**

Youth ages 14–22 participating in Detroit Phoenix Center summer programming.

### **Participants**

Approximately 40 youth attendees.

### **Session Length**

90-minute interactive financial education workshop.

### **Delivery Format**

In-person instruction with discussion and interactive financial quizzes.

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## Topics Covered

- Budgeting and spending awareness
  - Building savings habits
  - Introduction to credit and financial responsibility
  - Introduction to investing and long-term wealth building
  - Generating income and entrepreneurial thinking
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## Engagement Highlights

Participants were highly engaged throughout the session, responding actively to real-world financial scenarios and quiz-based learning exercises designed to make financial concepts relatable.

Highlights included:

- Interactive quiz activities that reinforced financial concepts
- Real-life examples connecting money decisions to future opportunities
- Youth participation in discussions around entrepreneurship and investing
- Strong audience engagement and thoughtful questions during the session

The interactive format helped participants connect financial concepts to real-world decisions they may soon face.

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## Early Outcomes

While the session focused primarily on foundational awareness and confidence building, several early indicators suggested meaningful impact.

Participants reported:

- Increased curiosity about investing and financial independence
- Interest in opening savings or investment accounts with parental support
- Greater awareness of how budgeting and saving affect long-term goals
- Continued engagement with financial topics during subsequent interactions with Detroit Phoenix Center programming

Several participants later shared that they had begun exploring investment accounts and personal financial planning.

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## Stakeholder Feedback

- The workshop was positively received by Detroit Phoenix Center leadership and youth participants.
- Participant engagement was strong, with youth actively participating in discussions and interactive activities designed to connect financial decisions to real-life opportunities.
- Students rated speakers during the event and the workshop received **positive engagement ratings**.
- Several participants later shared that the session encouraged them to begin their personal financial journey.
- The session contributed to Detroit Phoenix Center's broader mission of preparing young people for independence, workforce readiness, and long-term success.

### About the Instructor

#### Brandon Biddles, MBA, PMP

Managing Partner & Chief Market Strategist, Biddles Group

Brandon Biddles is a financial educator and investment strategist dedicated to improving financial literacy and economic opportunity within communities. He serves as a Board Advisor for the Michigan Financial Educators Council and has been recognized by the National Financial Educators Council for his contributions to financial education and advocacy.

Through Biddles Group, Brandon works with individuals and organizations to deliver financial education programs, investment insights, and strategic financial guidance designed to help people make more informed financial decisions.

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# State of the People Power Tour

## Case Study

Advancing financial knowledge and economic empowerment through community dialogue and education.



### State of the People Power Tour – Detroit

Community Financial Empowerment Workshops & Panel

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#### Program Narrative

As part of the national State of the People Power Tour, Biddles Group participated in a community financial empowerment event hosted in Detroit in partnership with Force Detroit and Wayne County Community College. The event brought together community leaders, educators, and residents to discuss strategies for building economic opportunity and strengthening financial resilience within underserved communities.

Brandon Biddles joined the program as both a panel contributor and financial educator, delivering insights on practical financial strategies including budgeting, saving, debt management, investing, and income diversification. The session combined financial education with open dialogue, encouraging participants to explore how communities can collaborate to build stronger economic systems and opportunities for long-term financial stability.

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#### Program Overview

##### About Biddles Group

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**Audience**

Community members, young professionals, and emerging leaders from across the Detroit area.

**Participants**

Approximately 250+ attendees.

**Session Length**

Community panel discussion and financial education presentation.

**Delivery Format**

In-person community forum featuring panel dialogue, audience questions, and financial education discussion.

**Topics Covered**

- Budgeting and personal financial planning
- Saving and building financial resilience
- Managing debt and financial obligations
- Introduction to investing and wealth-building principles
- Generating additional income and entrepreneurship
- Community economic collaboration and opportunity building

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**Engagement Highlights**

The session generated strong audience engagement as participants explored both personal financial strategies and broader economic challenges facing their communities.

Highlights included:

- Active audience participation through thoughtful questions and dialogue
- Community discussion around building collective economic power
- Engagement from young professionals and emerging leaders seeking financial guidance
- Open conversation about financial barriers and opportunities within minority communities

The event created a collaborative environment where financial education and community empowerment intersected.

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### Early Outcomes

The session helped participants connect financial education with broader economic empowerment and community development.

Participants expressed:

- Increased motivation to improve their personal financial strategies
- Interest in strengthening financial collaboration within their communities
- Greater awareness of how financial literacy supports long-term economic mobility

The event also reinforced the importance of accessible financial education programs that meet communities where they are.

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### Stakeholder Feedback

The presentation was well received by both organizers and attendees, with strong engagement throughout the discussion.

Event hosts highlighted Brandon's ability to combine financial expertise with relatability and community-focused insight.

### Event Host Feedback

*"Brandon brought the perfect mix of energy, knowledge, and relatability. Our attendees are still talking about it."*

— Christopher Ford  
Force Detroit



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# Faith & Finance Workshop

## Case Study

Connecting financial knowledge with values-based decision making.

### **Faith & Finance Workshop – Macomb Community College**

Financial Stewardship & Personal Finance Education

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#### **Program Narrative**

Biddles Group partnered with community leaders to deliver a Faith & Finance workshop at Macomb Community College focused on helping participants align financial decision-making with long-term stewardship and personal responsibility. The session explored foundational financial principles through a values-driven lens, encouraging participants to think critically about how money management impacts families, communities, and future opportunities.

The workshop blended financial education with discussion and breakout sessions that allowed participants to explore real-life financial decisions, ask questions, and connect financial strategies with their personal goals and values.

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#### **Program Overview**

##### **Audience**

Adult community members participating in a faith-centered financial education event.

##### **Participants**

Approximately 40–60 attendees.

##### **Session Length**

90-minute financial education workshop.

##### **Delivery Format**

In-person workshop featuring presentation, discussion, and breakout sessions.

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## Topics Covered

- Budgeting and financial planning
  - Saving and financial stewardship
  - Understanding credit and debt
  - Introduction to investing and long-term financial growth
  - Income development and entrepreneurship
  - Aligning financial decisions with personal values and goals
- 

## Engagement Highlights

Participants demonstrated strong engagement throughout the workshop, particularly during breakout discussions that allowed individuals to reflect on their financial habits and future goals.

Highlights included:

- Interactive breakout discussions around financial priorities
- Participant questions on investing and wealth-building strategies
- Active dialogue about financial stewardship and responsibility
- High participation and thoughtful engagement from attendees

The discussion-based format helped participants connect financial concepts with real-life decisions.

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## Early Outcomes

Participants expressed increased awareness of how everyday financial decisions shape long-term financial stability.

Many attendees shared:

- Greater clarity around budgeting and saving strategies
- Increased interest in learning more about investing and wealth-building
- Stronger motivation to improve financial habits and planning

The workshop also reinforced the value of community-based financial education that connects financial knowledge with practical life decisions.

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### Stakeholder Feedback

The workshop received positive feedback from participants and organizers.

Attendees noted the relatability of the presentation and the practical nature of the financial guidance shared during the session.

### Participant Feedback

*"Our attendees are still talking about the session and the practical financial insights shared."*

*Sam Grantham*

*MCC Community Programs Director*



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# Leadership & Recognition

Biddles Group's work in financial education and community financial empowerment is supported through partnerships with nationally recognized financial education organizations.

## Leadership Roles

- Board Advisor — Michigan Financial Educators Council
- Board Treasurer — Still Standing MI
- Former Board Treasurer and Alumni — New Leaders Council
- Community financial education advocate and workshop facilitator

## Professional Credentials

- Certified Financial Education Instructor (CFEI®)
- MBA — Business Strategy & Leadership
- PMP — Project Management Professional
- Featured on **FOX News** discussing financial education and market insight

## Community Engagement

- Financial education workshops for youth and adults
- Participation in community financial empowerment initiatives
- Contributor to financial education and economic empowerment programming

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## Why Organizations Partner with Biddles Group

Organizations partner with Biddles Group to provide financial education that is:

- Practical and accessible
- Focused on real-life financial decisions
- Designed to increase financial confidence and awareness
- Delivered in engaging, discussion-driven formats

Programs are designed to help participants better understand financial concepts and develop strategies that support long-term financial well-being.

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# Let Us Expand Financial Opportunity Together

Biddles Group partners with organizations that believe financial education and informed financial decision-making are essential to building stronger individuals, families, and communities.

Through collaborative programs, workshops, and strategic financial insight, we work alongside community organizations, nonprofits, and institutions to expand access to practical financial knowledge and tools that help people make more confident financial decisions.

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## Our Approach

Our programs are designed to be:

- Practical and accessible
- Engaging and discussion-driven
- Grounded in real-life financial decisions
- Focused on long-term financial awareness and empowerment

Each engagement is tailored to the needs of the organization and the communities they serve.

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## Explore Partnership Opportunities

Organizations interested in delivering financial education programs or exploring financial strategy collaboration are invited to connect with Biddles Group to discuss partnership opportunities.

## Contact

Biddles Group  
Southfield, Michigan

✉ [info@biddlesgroup.com](mailto:info@biddlesgroup.com)

☎ (866) 658-6244

🌐 [www.biddlesgroup.com](http://www.biddlesgroup.com)





## Participant & Stakeholder Feedback

This report shares feedback from program participants and stakeholders to highlight effectiveness and impact. Participant insights reflect learning experiences and outcomes, while stakeholder perspectives show alignment with organizational goals and community needs. Taken together, this feedback demonstrates program strengths, areas for improvement, and its overall contribution to advancing financial education.

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# Participant Feedback



*I learned how to develop and stick with an investment strategy.*



*Girlie Jaleco*

*Having a trusted team of advisors when making major financial decisions extremely important and I'm developing my team*



*John Lucas*

*I always thought I knew what was going in and out mentally, but establishing a budget has given me clarity*



*Suzanne Wilkins*

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## Stakeholder Feedback



*Biddles Group brought a mix of energy, entertainment, fun and engagement, our participants were thoroughly pleased*



*Mike Pair*

*Brandon is accessible and always gives gems and nuggets even in regular conversation, having him in our network with Biddles Groups suite of services has been invaluable*



*Tarana Ramey*

*You don't know what you don't know, yet Biddles Group helped our participants to understand money behavior and how to move with intention.*



*LaTasha Greene*

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# Thank you!

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