WHEREAS, the health and well-being of residents is the primary concern for the County of San Diego and on July 13, 2010 the County of San Diego
Board of Supervisors adopted Live Well San Diego to achieve the County’s vision of healthy, safe and thriving communities; and

WHEREAS, Live Well San Diego unites municipalities, businesses, public and private entities, community members and other stakeholders through a
shared vision in order to bring about positive change; and

WHEREAS, Financial Coach 4 U was founded in 2007 to inspire, educate and mentor military members and their families experiencing financial crisis
in all areas of financial management to foster support and stability; and

WHEREAS, this passion to help military families has expanded over the last ten years to now encompass helping the general public build financial plans
to gain freedom and control of financial responsibilities; and

WHEREAS, industry professionals and community members have partnered with Financial Coach 4 U to teach financial management classes and
workshops at businesses, community centers, churches, low-income housing units and transitional homes to give back and increase the self-efficacy and financial
literacy of communities; and

WHEREAS, Financial Coach 4 U provides personalized consultation and counseling services to assist individuals with budgeting, credit repair, college
funds, life insurance and living benefits, legal services, real estate investments and land banking, and retirement planning; and

WHEREAS, Financial Coach 4 U strives to provide appropriate and relevant financial management services to individuals to equip families with the
tools necessary to obtain and maintain good financial health; and

WHEREAS, Financial Coach 4 U understands the stress associated with financial crisis or instability can greatly impact an individuals’ emotional well-
being and overall quality of life; and

WHEREAS, Financial Coach 4 U aims to continue fostering unique partnerships to reach those in greatest need of their organization’s expertise; and

WHEREAS, the County of San Diego is committed to recognizing and honoring organizations who support healthier, safer and more thriving
communities, and Financial Coach 4 U is one such organization; NOW THEREFORE,

BE IT PROCLAIMED by Chairwoman Dianne Jacob and all members of the San Diego County Board of Supervisors on this 4th day of August 2017 that
they commend FINANCIAL COACH 4 U for outstanding service, leadership, and commitment to area residents, and do hereby declare this day to be
"FINANCIAL COACH 4 U LIVE WELL SAN DIEGO DAY" throughout San Diego County.