



Brett Ellen, CFP®

## NEWS

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# TKO Helping Hands Goes to Kenya

## *Financial Professional Uses Philanthropy to Teach His Children and Their Friends about the Real Value of Money*

CALABASAS, CA (June 12, 2009) — While the goal of most family vacations is to spend time with loved ones and enjoy life to its fullest, Brett Ellen and his family have added one more cherished feature to their travels – service. One example: A recent trip to Africa. The Ellens took money and supplies collected by students from two local schools and delivered them to children’s organizations in the African communities they visited.



*This spring the founding family of TKO Helping Hands, traveled to Nairobi, Kenya to deliver funds collected by the students of two California schools.*

Brett Ellen, a CERTIFIED FINANCIAL PLANNER® professional and president of American Financial Network, says that teaching children to save and give helps them to take responsibility for others and to recognize their own relative privilege.

“I have always believed that a necessary part of learning about money is learning how to value what you have and sharing with people who do not have as much as you,” says Ellen. In an effort to teach this lesson to his own children and their school-aged friends, Ellen and his wife, Mandy, helped their two sons establish a non-profit organization called [Turn Kindness On \(TKO\) Helping Hands](#). TKO Helping Hands motivates children of all ages to change their world through volunteering, harnessing their uniquely empathetic energy and empowering them to build a lifelong relationship with community service.

Through TKO, the two Ellen boys organized a collection for the children of Africa at their schools. The students of Sierra Canyon and Heschel West brought small plastic bags home to their families and filled them with spare change, 100% of which went to the Rehema Day Care School and Orphan Center in the Korogocho slum of Nairobi. In addition to their monetary gift, the Ellens also took toys and school supplies.

Committed to financial literacy for all children, Ellen also makes appearances at local schools and writes a finance blog for children - [www.KidsFinanceCoach.com](http://www.KidsFinanceCoach.com) - to help them understand key elements of money management, including saving, spending, investing and donating. Learn more about TKO Helping Hands at [www.TKOhelpinghands.org](http://www.TKOhelpinghands.org). Watch a short video of the Ellens’ trip to Africa at <http://www.youtube.com/watch?v=HsjBnCi7Pe8>.

#### **About Brett Ellen and American Financial Network**

*Brett Ellen, founder and president of American Financial Network, is a financial planner and investment advisor representative with Securities America Advisors who specializes in wealth management and corporate benefit planning services. Unprecedented in his ability to serve both individual investors and corporate planners, Ellen is recognized by Securities America as their top advisor.*

*As a California native, Ellen believes strongly in giving back to his community. He and his firm actively support a variety of non-profit organizations. In 2008, the Muscular Dystrophy Association awarded Ellen the prestigious Humanitarian of the Year Award for his philanthropic endeavors and dedication towards making a difference. For more information about Brett Ellen, visit [www.afn-net.com](http://www.afn-net.com).*

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