

JOIN THE MOVEMENT !

Contact us today to begin the Journey to Financial Freedom™

START HERE. START NOW!

If you plan to start a dfree® ministry:

1. Email us today at info@mydfree.org for your dfree® Welcome Package
2. Identify dfree® Ministry Leader(s) and Team Members
3. Get dfree® LAUNCH Kit (12 - books/workbooks, Leader Guide and more) \$1500 value for \$250+ Shipping
4. Participate in dfree® LAUNCH Training
5. Launch the dfree® Movement within your church/organization

STAY TUNED TO WWW.MYDFREE.ORG FOR DFREE® NATIONAL EVENTS!

DFREE® TO DATE

dfree® has been in existence for more than a decade and has transformed the lives of many.

dfree® was conceived in 2005 to address a growing financial crisis in the United States caused by overspending and over reliance on consumer debt, particularly among African Americans.

Through the Billion Dollar Challenge, dfree® will eliminate \$1 Billion in consumer debt!

DFREE® HAS REACHED MORE THAN 500 CHURCHES IN 23 STATES.

The dfree® Philosophy

dfree® is about managing your Life, not just your money!

dfree® involves people as participants in their own personal transformation, not simply as students in classes.

- **Grassroots** effort in the spirit of the Civil Rights Movement
- Requires a "**Freedom Mentality**" to escape financial bondage
- Goes **beyond traditional financial literacy**
- Promotes **values clarification, behavioral change and personal responsibility** to achieve financial success and stability
- Offers **culturally relevant** content and challenges that induce a desire and a commitment to change

MISSION

dfree® is a transformational, lifestyle movement that promotes financial freedom through values-based principles and practical approaches to financial management & increasing income.

VISION

dfree® is a leading strategy in the creation of an economic and cultural shift that increases consumer participation in savings, insurance and investments.

dfree® Website:
www.mydfree.org

dfree® Billion Dollar Challenge:
www.billiondollarpaydown.com

dfree® Testimonials:
www.youtube.com/mydfree

dfree® National Team
info@mydfree.org
1.844.mydfree (693-3733)



dfree®
FINANCIAL FREEDOM
MOVEMENT™

A strategy for leading congregations and communities to financial freedom

GET GROUNDED

+ Take control of your LIFE
+ Take charge of your Money
= Lets move forward together

PRESENTED BY

DR. DEFOREST B. SOARIES, JR.

ABOUT DR. DEFOREST B. SOARIES, JR.

Dr. DeForest B. Soaries, Jr. is the creator of dfree® — a financial freedom movement that includes a strategy to address the cultural, psychological and spiritual influences on financial wellness. dfree® was featured by CNN on a 90 minute documentary “Almighty Debt” and the dfree® strategy is being used by hundreds of churches, organizations and individuals around the world.

Dr. Soaries is author of “Say Yes to No Debt: 12 Steps to Financial Freedom” (formerly titled dfree: Breaking Free From Financial Slavery, Zondervan) and “dfree® Lifestyle: 12 Steps to Financial Freedom” (UMI). The dfree® Global Foundation, Inc. provides training for organizations that help people achieve financial freedom and self-sufficiency.

Dr. Soaries serves as the Senior Pastor of First Baptist Church of Lincoln Gardens in Somerset, New Jersey and is an independent director at three public corporations: Federal Home Loan Bank of New York, Independence Realty Trust, and Ocwen Financial Corporation. Dr. Soaries' government service includes being Secretary of State of New Jersey (1999-2002) and Chairman of the United States Election Assistance Commission (2004-2005).

Dr. Soaries is a graduate of Fordham University (BA), Princeton Theological Seminary (MDiv) and United Theological Seminary (DMin).



dfree® Lifestyle Continuum

dfree® has expanded from its original concentration on eliminating debt into a comprehensive movement with a commitment to helping people achieve complete financial freedom.

dfree® BASICS

Pay down debt / get rid of credit cards

01

BUILD

EMERGENCY FUND

Lay the foundation to build wealth

02

BUILD WEALTH

Investments, Real Estate, Stocks, Bonds, Diversified Portfolio

03

WEALTH PROTECTION

Risk Management, Life Insurance, Long Term Care and Disability Insurance

04

LEAVING A LEGACY

Estate Planning, Trust Funds, Wills, Power of Attorney

05

dfree® GIVES PARTICIPANTS THE:

- Ability to handle financial responsibilities
- Willingness to help others do the same
- Capacity to leave assets for future generations

DFREE® IS MORE THAN
FINANCIAL LITERACY...DFREE® IS
A LIFESTYLE!

The dfree® Experience

What to expect on the Journey to
Financial Freedom™

dfree® PARTICIPANTS WILL EXPERIENCE A DECREASE IN:

- Use of credit cards and consumer debt
- Late payment fees and penalties
- Emotional spending
- Spending beyond means
- Being influenced by advertisers when making purchases
- Reliance on alternative financial services (e.g., payday loans)
- Fear, stress and family drama related to finance
- Need for church or others to pay bills

dfree® PARTICIPANTS WILL EXPERIENCE AN INCREASE IN:

- Spiritual grounding, confidence, self-esteem and personal discipline
- Time and attention spent on financial affairs and goals
- Reading and understanding bills
- Use of savings budgeting and insuring of assets
- Investments/wealth building activities, estate planning and use of financial professionals
 - Overall financial knowledge
 - Tithes, Offering, and other charitable giving