

Company: The Financial Literacy Youth Initiative (FLY Initiative)

Company Description: The Financial Literacy Youth (FLY) Initiative is dedicated to creating systemic change, advocating for financial education for all individuals in Rhode Island and New York, and ending generational poverty. FLY educators host individual workshops and work with students for a semester, equipping them with the financial knowledge, skills, and tools to secure financial stability.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Female Executive of the Year – Government or Non-Profit –10 or Less Employees

Nomination Title: Marcy Reyes



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 195 words used.

Marcy Reyes is a first-generation Latina leader, single mother, and visionary changemaker whose life story fuels her mission to break the cycle of generational poverty. Growing up in an under-resourced community and raising a child as a young single mother, Marcy experienced firsthand the systemic barriers that prevent many youth from achieving financial stability.

Driven to create change, she earned a Master's degree in Finance and spent nearly two decades working in finance, healthcare, and education. In 2017, she launched **The FLY (Financial Literacy Youth) Initiative**, starting with just \$10,000 and 30 students in a single classroom.

Impact of The FLY Initiative

- o We have reached **over 8,000 students and youth** across Rhode Island, Massachusetts, and New York.
- o Partners with **more than 150 schools and youth-serving organizations** to provide culturally responsive, trauma-informed financial literacy education.

In 2025, Marcy began her JD program at Roger Williams University School of Law (Class of 2028) to expand her advocacy from the classroom to the courtroom, aiming to tackle the systemic inequities that perpetuate poverty.

Her trajectory from hardship to national recognition, including the **2024 NEFE Financial Education Innovation Award** exemplifies female leadership transforming the nonprofit sector.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 194 words used.

Since mid-2023, **Marcy Reyes** has led **The FLY Initiative** through its most transformative chapter yet. Under her leadership, FLY's annual operating budget grew to **\$1.2 million**, a dramatic leap from its humble beginnings with just **\$10,000 in 2017** and **\$40,000 by year three**. This incredible growth, more than **100 times the original size in under a decade**, has fueled a major expansion of FLY's programs.

As a result, FLY has more than **doubled its impact year-over-year**, now reaching thousands of students across schools and youth-serving organizations in **Rhode Island, Massachusetts, and New York**.

Marcy also launched a groundbreaking statewide **financial literacy consortium** in partnership with the **Rhode Island State Treasurer's Office**. This initiative brings together educators, policymakers, and financial institutions to make personal finance education a statewide priority, marking FLY's shift from a local program provider to a **systems-level leader** influencing education strategy and policy.

In addition, she secured major **multi-year philanthropic grants**, ensuring FLY's long-term sustainability and capacity to scale. Amid this growth, Marcy also began pursuing her **Juris Doctor (JD)** to strengthen her impact in civil justice, positioning herself to fight financial inequities through both education and policy reform.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 83 words used.

Supporting materials provide compelling evidence of Marcy's leadership capabilities:

Award: Savings champion America Saves - <https://americasavesweek.org/asw-tool-kit/america-saves-week-awards/>

Award: The 2024 NEFE Financial Education Innovation Award. <https://www.nefe.org/news/2024/10/nefe-names-newest-innovation-award-impact-award-recipients.aspx>

Press Release: Consortium press release

<https://treasury.ri.gov/press-releases/treasurer-diossa-navigant-credit-union-and-fidelity-launch-innovative-financial>

Testimonials: Educator and student voices illustrating life-changing impacts on financial confidence and family well-being.

Social Media Posts: Various

These materials affirm Marcy Reyes as a Female Executive of the Year (Non-Profit), transforming financial literacy into a vehicle for equity, mobility, and systemic change.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 247 words used.

Marcy Reyes' achievements stand out for their speed, scale, and measurable impact, especially in a field where progress is typically slow and incremental. While most financial literacy programs across the country show a 10–20% increase in student proficiency, students in FLY Initiative programs average a **48% improvement**. These results are backed by independent validation from **Brown University** through pre- and post-assessments and behavioral surveys.

FLY's financial and program growth has also been exceptional. Since its founding with just **\$10,000 in 2017**, the organization has grown to a **\$1.24 million** budget in 2024—all while maintaining **75% of funds directly invested in programming**, a benchmark rarely met in the nonprofit sector. This growth reflects not only rising demand but also the strong trust FLY has built among funders, schools, and communities.

Marcy's creation of a **statewide financial literacy consortium** in collaboration with the Rhode Island State Treasurer's Office has pushed FLY beyond direct service into **policy influence**—expanding its impact at a systems level. At the same time, her decision to pursue a **JD degree** further positions her to address financial injustice through both education and law. Together, these achievements make Marcy a powerful force for change, redefining what effective financial empowerment looks like for youth and families.

- o Students show **48% literacy gains** (vs. 10–20% nationally), validated by Brown University
- o Budget grew from **\$10K to \$1.24M**
- o **75% of funds** support programs
- o Launched **RI Financial Literacy Consortium** with RI State Treasurer
- o JD in progress to expand policy impact

Attachments/Videos/Links:

[Marcy Reyes](#)



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