

# PUTTING KIDS FIRST

Annie Shoen and Nicolle Hood teach children financial literacy through My First Nest Egg

**As the founders** of childhood financial literacy platform My First Nest Egg, Annie Shoen and Nicolle Hood are dedicated to instilling healthy financial habits from a young age.

During their careers, Hood, a mom of three who worked for nearly two decades as a corporate attorney, and Shoen, who has four kids and a background as an accomplished prosecutor, saw firsthand that problems like low self-worth and high interest rate debt issues were often caused by financial illiteracy. And when the pandemic hit, they were concerned to notice gaps in their own children's education.

"We started facing difficulties motivating our kids, who were now home 24/7. We must have heard 'Just buy another one on Amazon' a million times," Shoen says. "We realized our kids had no idea what it meant to earn, save and responsibly spend money."

Joining forces with Hood, whose middle school journal full of business ideas revealed a long-held passion for entrepreneurship, the two best friends took a leap of faith and launched My First Nest Egg ([www.myfirstnestegg.com](http://www.myfirstnestegg.com)). The app's curriculum – created with the help of educators and economic experts – helps kids learn the basics of good money habits in less than two minutes per day. These bite-sized lessons focus on age-appropriate tools like puzzles and encourage generosity by rewarding not just monetary donations, but acts of kindness.

Hood, who lives by her grandfather's motto, "To whom much is given, much will be required," believes that financial education is the secret to empowering children to break the cycle of poverty.

"As a mom, I feel a great responsibility to set a positive example. I'm so proud that my kids have witnessed the hard work and persistence of two moms who started a company from scratch to help others," she says.

"Kids are these beautiful blank slates of potential, and it's our job as grown-ups to give them the skills, tools, and confidence they need to be successful," Shoen adds. "There are days when this requires epic amounts of patience and energy. The teachers and educators who have a positive impact on the rising generation are true heroes. They wake up every day and make the world a better place, one child at a time."

BY KAYLOR JONES / PHOTO BY BEVERLY SHUMWAY

