

JUL  
AUG  
2021



securemoney  
strategies

IN THE KNOW

## NEWS YOU CAN USE

# Nonprofits Help Narrow Gender Wage Gap

New data shows there was a remarkable increase in women's pay last year, specifically in the nonprofit industry. In 2020, female executives in nonprofit organizations increased their earnings by an average of 92 cents on the dollar compared to their male counterparts, up from 82 cents in 2019.

Researchers say the dramatic increase was likely due to a combination of factors:

- Better-paying nonprofit positions
- More women hired in top executive positions
- Heightened awareness of gender inequities (an effect of the #MeToo movement)
- Younger board members pushing for gender and racial equality

The final point is key. Generation X and millennials are taking on more leadership roles within foundations and on their boards. They are focused on driving parity across race and gender so that board members better represent the nonprofit workforce and volunteer base.

Unfortunately, while not as dramatic as before 2020, the gender pay gap still exists in the nonprofit sector. In 2021, the average male executive earns \$129,200, compared \$118,700 for women.<sup>1</sup>

<sup>1</sup> Joyce Gannon. *Pittsburgh Post-Gazette*. March 22, 2021. "Gender pay gap is closing as women's wages rise at Pittsburgh region's nonprofits." <https://www.post-gazette.com/business/career-workplace/2021/03/22/gender-pay-gap-women-wages-nonprofits-Bayer-Center-Pittsburgh-area/stories/202103210025>. Accessed April 5, 2021.



## SHAWN SANTA

Owner

**Alexander M. Santa**

Investment Adviser Representative  
Series 65

**Joy R. Van Alstyne**

Office Manager

Phone:

352-861-0952

Email:

[securemoneystrategies@gmail.com](mailto:securemoneystrategies@gmail.com)





## THAT TIME OF YEAR

---

### Backyard Summer Projects

Summer is upon us, and for those looking for ways to enjoy the outdoors, consider a variety of do-it-yourself backyard projects. You can keep it simple by picking up some attractive outdoor pots and starting a container garden on your patio or surrounding the door stoop. Consider planting vegetables and herbs in sunny areas that you can harvest for soups when the first nip of autumn arrives. Other simple ways to enhance your backyard scenery include setting out bird and butterfly feeders and hanging a hammock in a shady corner.

Build your own weatherproof furniture out of old wooden pallets. Size and stack them to create sofa benches and feet-friendly coffee tables for a rustic look that can easily be dressed up with throw pillows. Add some heavy-duty lanterns with candles and string up outdoor twinkly lights to enjoy casual evenings under the stars.

You can even use pallets for an attractive garden wall. Hang or prop them against a fence or wall and tuck

individual plants on the inside ledge so all you see are the blooms popping out of each “window.”

If you're looking for ways to entertain the kids, tap into your inner child for ingenuity. One new trend is to bury a trampoline so that it is level with the ground, increasing safety and avoiding injuries caused by falling off. Make your own slip-and-slide with a tarp and a sprinkler hose, or spray paint-colored orbs in the grass for a rousing game of Twister.

Hosting a children's party? Instead of a candy pinata, consider hanging water balloon pinatas kids can take turns batting down for a refreshing splash. Don't have a pool? Set up a series of large plastic and/or inflatable pools for smaller groupings to keep cool — or use them as sandboxes for toddlers. You can even re-use them to water your plants whenever you leave town — just fill them with water and leave the pots sitting in a plastic pool.

---

*Secure Money Strategies is our name and does not promise or guarantee investment results. Secure Money Strategies, LLC is an independent financial services firm that utilizes a variety of investment and insurance products. Investment advisory services offered only by duly registered individuals through AE Wealth Management, LLC (AEWM). AEWM and Secure Money Strategies, LLC, are not affiliated companies.*

**Content prepared by Kara Stefan Communications and Advisors Excel.** We are an independent firm helping individuals create retirement strategies using a variety of insurance and investment products to custom suit their needs and objectives. This material is intended to provide general information to help you understand basic financial planning strategies and should not be construed as financial advice. All investments are subject to risk including the potential loss of principal. No investment strategy can guarantee a profit or protect against loss in periods of declining values. The information contained in this material is believed to be reliable, but accuracy and completeness cannot be guaranteed; it is not intended to be used as the sole basis for financial decisions. 4/21-1617875C



# Fly in Comfort

As the world eases back into international travel, there are many options for luxury accommodations. American Airlines' "Flagship First," Delta Airlines' "Delta One" and United Airlines' "United Polaris" all offer individual cabins featuring seating with reclining seats and plenty of leg room. These business- and first-class options also offer luxurious bedding; restaurant-quality meals with fresh, seasonal ingredients; dedicated service; and a high-end amenity kit.<sup>1</sup>

Meanwhile, Qatar Airways offers the "Qsuite," a fully adaptable quad compartment with movable panels to transform the space into a social area for dining or working with family or colleagues. You can also reconfigure the space into private rooms featuring fully lie-back beds for one to two people. Over at Emirates, first-class booking will land you floor to ceiling sliding doors for privacy, a soft leather seat that reclines into a fully flat bed, and even a virtual window seat in the middle aisle – courtesy of real-time camera technology projecting the view outside.<sup>2</sup>

Singapore Airlines offers airfare with leather chairs and individual suites that can be converted to form a double bed for couples traveling together.<sup>3</sup>



<sup>1</sup> One Mile at a Time. July 8, 2019. "The 6 Best Domestic Business & First Class Flights." <https://onemileatatime.com/best-first-class-flights-usa/>. Accessed April 29, 2021.

<sup>2</sup> Qatar Airways. "Qsuite." <https://www.qatarairways.com/en-us/onboard/qsuite.html>. Accessed April 29, 2021.

<sup>3</sup> Singapore Airways. "Suites." [https://www.singaporeair.com/en\\_UK/us/flying-withus/cabins/suites/](https://www.singaporeair.com/en_UK/us/flying-withus/cabins/suites/). Accessed April 29, 2021.

## WAYS TO ...

# Develop a Credit File for a New Business

- Electric vehicles (EV) tend to be expensive to buy; can be more affordable to lease
- Establish a separate business phone number
- Establish a separate legal business entity, such as a partnership, cooperation or LLC
- Obtain an Employer Identification Number (EIN) from the IRS
- Have your business evaluated by Dun & Bradstreet by applying for a D-U-N-S number
- Open a business checking and savings account at a bank or credit union
- Deposit cash earmarked specifically for business use
- Apply for business credit cards, a line of credit and/or installment loan
- Take out loans in the business name and manage vendor relationships – those companies will supply that information to business credit report agencies
- Your business credit profile will be assessed based on credit score, level of debt, number of years in operation, annual earnings and legal structure



## The Impact of Millennial Investors

Millennials are on schedule to inherit a substantial portion of \$30 trillion in baby boomer wealth throughout the next 20 years.<sup>1</sup> But in terms of investing, this young adult generation is well ahead of the curve.

Investing in the stock market has become de rigueur among younger retail investors. That was evident earlier this year when young adults used a Reddit message board in a collective effort to dramatically inflate the stock price of GameStop – leading to billions of dollars in losses among Wall Street hedge fund investors.

Millennial retail investors are not content to set-and-forget their holdings. Instead, they like to trade actively and often, representing nearly a quarter of volume on peak trading days. Frequently referred to as “Robinhood investors,” millennials are interested in supporting companies with sustainable and environmentally friendly mission statements. According to a recent survey, 75% of millennials believe their investments can influence change, and 84% believe in allocating their money toward reducing poverty and income disparity.

In 2017, research by Morgan Stanley revealed that millennials are twice as likely to invest in companies targeting

social or environmental goals. This is a trend that’s likely to continue. The same study said 94% of Generation Z believes companies should help address social and environmental issues.<sup>2</sup>

The good news for both demographics is that aligning their investments with their convictions doesn’t necessarily mean sacrificing returns. Morgan Stanley researchers hypothesize the amount of commitment – and dollars – younger generations are looking to invest in companies that share their worldview could wield both power and significant returns on their investments.

While long-term opportunities exist, it’s worth noting that many new retail investors have not yet experienced the agony of hard financial losses and short-term capital gains taxes. As they continue their empirical investment experience, it remains to be seen how much they will change the world or adapt to more traditional strategies.

<sup>1</sup> Meagan Andrews. *World Economic Forum*. Feb. 9, 2021. “Asset manager group aims for carbon neutral investments by 2050.” <https://www.weforum.org/agenda/2021/02/rise-millennial-investor-sustainable-world/>. Accessed April 11, 2021.

<sup>2</sup> Margaret Choi. *Morgan Stanley*. Jan. 24, 2018. “How Younger Investors Could Reshape the World.” <https://www.morganstanley.com/access/why-millennial-investors-are-different>. Accessed April 11, 2021..

**According to a recent survey, 75% of millennials believe their investments can influence change, and 84% believe in allocating their money toward reducing poverty and income disparity.**





Sometimes when we feel low or sad, we say we're feeling depressed. However, understanding the differences between sadness and depression can help you better diagnose and get help for yourself or someone you care about.<sup>1</sup>

**Cause** — When we feel sad, there is always a reason for it, such as a disagreement or the end of a relationship. Depression, on

## THE SCOOP

# The Difference Between Sadness And Depression

the other hand, may have no triggering cause and can present as sudden and overwhelming feelings of hopelessness, despair and confusion.

**Productivity** — People who feel sad usually can be cheered up through the distraction of work, a movie or the company of friends. Depression is different. It can create physical symptoms in which the mind can't think straight; it lacks focus and renders the person incapable of being productive.

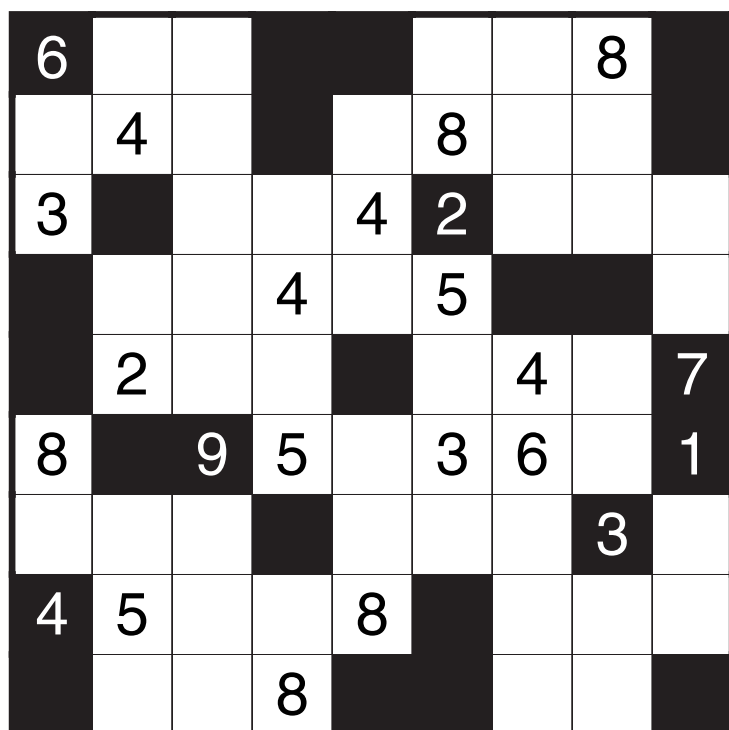
**Socialization** — People who feel sad tend to seek out comfort from friends and family. People who suffer from depression generally try to avoid other people.

**Timeline** — Sadness is almost always short-lived; it is a temporary emotion

triggered by specific events, people or comments. Depression is a consistent feeling of gloom over an extended period of time.

**Relief** — It's important to remember that causational sadness can be alleviated in the company of trusted friends and family, and you can look forward to feeling better soon. With longer term or deeper depression, you may want to seek professional assistance.

<sup>1</sup> *The Times of India*. Jan. 22, 2021. "Is your sadness temporary or a sign of depression? Here's how you can find out." <https://timesofindia.indiatimes.com/life-style/health-fitness/de-stress/is-your-sadness-temporary-or-a-sign-of-depression-heres-how-you-can-find-out/photostory/80347952.cms?picid=80348006>. Accessed April 5, 2021.



© 0 Syndicated Puzzles

## BRAIN GAMES

### Str8ts

#### Game Rules

Rows and columns are divided into compartments of white squares. Use single numbers to complete a straight for each compartment. A straight is a set of numbers with no gaps and in any order. No single number can repeat in any row or column. Clues in black cells remove that number as an option in that row and column, and are not part of any straight.





## 6 ways to reconnect with your grandkids post-COVID

Most of us have spent the past year keeping our distance from family and friends during the pandemic. That means we all might be a little rusty when it comes to being social again. Here are six ideas to pave the way for better connection with your grandchildren or other young people:

1

**Ask good questions.** Get curious about what your grandchild thinks and feels by asking good, open-ended questions — and be sure to answer them yourself. For starters, you could ask, “What’s a high point in your life right now?” or “Tell me about your favorite book,” or “If you could visit any place in the world, where would it be?”

2

**Volunteer together.** Find out if you and a grandchild can serve at a local soup kitchen together or clean up a neighborhood park. Another idea: Gather up old toys, books and clothes and donate them to a local charity. You’ll not only get to do a shared activity, you’ll be teaching the next generation about how to help people in need.

3

**Get in the kitchen.** Try baking a favorite family recipe together or prepare a meal. Talk about who taught you to cook, bake or grill. And be sure to shoot some videos or photos to capture the fun!

4

**Look at old photos.** Kids love seeing pictures of their parents and grandparents as children. Talk about what’s happening in the photos and help your grandchildren understand the relationships: “This is your dad riding his tricycle.”

5

**Plant a garden.** You can teach your grandchildren how to grow vegetables, fruits or flowers. Or plant a butterfly garden and then wait for the butterflies, hummingbirds and bees to appear. If you can harvest something from your garden and enjoy eating it together, even better!

6

**Play a game.** The summer is a good time to dust off that old croquet set and teach your grandkids how to “send” someone’s ball into the shrubs. Or, get out a board game or deck of cards. Kids often find it fun to play the games you enjoyed as a child.

Whatever you do to reconnect with the young people in your life, remember to keep your expectations low. It’s normal to feel a little unsure about how to interact these days; however, even a simple, low-key connection is solace after a year of distance.



**BELOW:** The Happy Newlyweds  
~ Mr. & Mrs. Alex & Sarah Santa



**BELOW:** Congratulations Alex & Sarah! Love, Dad & Nichole



**ABOVE:** Congrats to the bride & groom!!!! (Left to Right) Mack, Baby Elliot, Jacyn, Brooke & Charlie

BRAIN GAMES

ANSWER KEY:

6	3	4			7	9	8	
2	4	3		5	8	7	6	
3		5	6	4	2	8	7	9
	1	2	4	3	5			8
	2	1	3		6	4	5	7
8		9	5	7	3	6	4	1
9	7	8		6	4	5	3	2
4	5	6	7	8		2	1	3
	6	7	8			3	2	

cut here ✂



RECIPE  
PANZANELLA

- INGREDIENTS
- 2 large baguettes, cut into 1-inch cubes
  - 1/2 c. extra-virgin olive oil
  - 3 tbsp. red wine vinegar
  - 1 tsp. honey
  - Kosher salt
  - Freshly ground black pepper
  - 1 large, seedless cucumber, roughly chopped
  - 2 pt. cherry tomatoes (preferably multi-colored), halved
  - 1 red onion, chopped
  - 1 clove garlic, minced
  - 1 bunch basil, torn

- INSTRUCTIONS
- Pre-heat a large skillet over medium-high heat.
  - Meanwhile, in a large bowl, toss bread with 1/4 cup olive oil. Add bread to skillet and toast until golden and crisp, about 10 minutes. Drain and set aside to cool.
  - Make dressing: In a small bowl, whisk together red wine vinegar, remaining 1/4 cup olive oil and honey. Season with salt and pepper.
  - Combine crispy bread, cucumber, tomatoes, onion and garlic in a large bowl. Toss with dressing until evenly coated and season with more salt and pepper.
  - Garnish with basil and serve.

Ocala-(Laurel Run)  
2100 SE 17th Street, Suite 102  
Ocala, FL 34471

Wildwood-(Pepper Tree Plaza)  
9668 North US HWY 301, Suite 1100  
Wildwood, FL 34785



**securemoney**  
strategies



**securemoney**  
strategies



## ***UPCOMING DATES***

### ***JULY***

4 Independence Day

25 Parent's Day

### ***AUGUST***

21 Senior Citizens Day

26 Women's Equality Day

**CALL US TODAY**  
**352-861-0952 OR VISIT**  
**SECUREMONEYSTRATEGIESLLC.COM**