Morgan Stanley

WEALTH EDUCATION DEVELOPMENT PLAN
FAMILY GOVERNANCE & WEALTH EDUCATION

Family Wealth Education

THE FAMILY GOVERNANCE & WEALTH EDUCATION GROUP HELPS ULTRA HIGH NET WORTH FAMILIES STRIVE TO MAXIMIZE THE VALUE OF THEIR HUMAN CAPITAL BY DRIVING FAMILY WEALTH EDUCATION, MAKING IT MORE LIKELY THAT ALL MEMBERS OF THE FAMILY WILL HAVE THE FOUNDATION THEY NEED TO LEAD MEANINGFUL, FULFILLED AND ENGAGED LIVES.

Personal Finance & Wealth Planning

Building blocks of financial understanding

Investing

Principles and dynamics of markets and investing

Career, Entrepreneurship & Personal Initiative

Exploration of a variety of career paths and new venture creation

The Business-Owning Family

Empowering all family members to be effective owners

Philanthropy

Learning around philanthropic impact possible with wealth

Family Governance

Frameworks to make wealth last over generations

Health & Financial Wellness

Exploring the relationship between physical and mental health and financial wellness

CRC# 5320321 03/2026

Family Wealth Education Curriculum

The Content Includes Subject Matter that Family Members Must Understand if They are to Manage Generational Wealth and Become Effective Stewards

PERSONAL FINANCE & WEALTH PLANNING

Building blocks of financial education that provide a foundational understanding. These concepts provide a basis for learning about more complex financial ideas and instruments.

Goal Setting • Financial Planning • Saving • Credit and Debt • Taxes • Risk Management & Cybersecurity • Home Buying • Wealth Transfer & Estate Planning

INVESTING

Learning about markets and investing, as well as risk, which is critical throughout financial management. Emphasis on understanding what an "investment" means in all areas of life. Given the need for smart investing in wealth management, greater proficiency matters.

Working With a Financial Advisor • Market Dynamics • Asset Classes • Asset Allocation • Risk and Return • Diversification

CAREER, ENTREPRENEURSHIP & PERSONAL INITIATIVE

Articulating your value, acknowledging strengths and weaknesses, discovering what you love to do, and pursuing educational and personal development. Financial learning occurs with the exploration of income potential and maximization, and salary negotiation coaching. Entrepreneurship learning helps the younger generation understand the challenges, risks, and courage that new business development entails, and how hard earlier generations worked to create family wealth.

Self-Assessment • Skills and Interests • Educational Development • Career Paths • Salary Negotiations • Entrepreneurial Process

FAMILY BUSINESS OWNERSHIP

Provides information for business -owning families that will help them become more effective owners. Learning about business in general and the family's business in particular.

Business Management • Communication • Conflict Resolution • Performance Evaluation

PHILANTHROPY

Applies financial learning to enhancing the family's philanthropic impact. Philanthropy is an area of interest and engagement for younger generations and provides another powerful and compelling context for learning about financial management.

Philanthropic Mission • Impactful Grant-making • Trends in Modern Philanthropy • Philanthropic Vehicles

FAMILY GOVERNANCE

Rooted in the family's unique circumstances and tailored to the family governance advice provided to the family.

Articulating and Aligning Values • Managing Family Conflict • Stewardship • Communication • Decision-making • How to Be a Trust Beneficiary

HEALTH & FINANCIAL WELLNESS

Promoting holistic wellness by teaching students the connection between physical and mental health and financial wellness. Emphasizes lifelong skills like managing stress, budgeting, and making informed health and financial decisions.

Health and Wellness • Managing Mental Health • Financial Stress and Wellness • Navigating Insurance • Navigating Joint Finances and Communication

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Family Wealth Education Strategy

THE TEACHING STRATEGY RELIES ON A DIVERSE SET OF METHODS TO ENGAGE THE STUDENT AND PROMOTE MASTERY

ASSESSMENTS

A pre-test defines learning needs and existing understanding. A post-test helps gauge knowledge

DISCUSSION

Every module begins with a "why" and a "what" conversation. We explain the topic and its relevance and provide a foundation for understanding how it fits into the wealth management whole.

EXPERIENTIAL LEARNING

These exercises provide the opportunity to "learn by doing," which is critical with financial learning. For adults, exercises utilize their actual financial life and further develop mastery. For youth, we use model examples.

DIGITAL

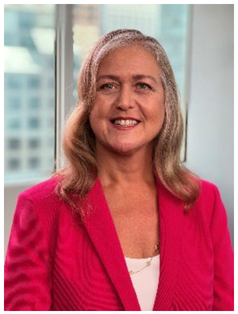
Teaching via video conference allows for instruction over multiple sessions with opportunities to reinforce and fortify learning.

Individualized education with a variety of learning connections leads to engagement and understanding.

With understanding comes confidence and success in managing, growing and preserving financial and human capital

Team Biography

FAMILY GOVERNANCE & WEALTH EDUCATION



CHARLINE BURGESS

Executive Director

Charline Burgess is the Senior Wealth Education Specialist in Morgan Stanley's Family Governance & Wealth Education unit within Family Office Resources. In this role, she develops, coordinates, and curates financial education programs, and teaches those programs to the Firm's UHNW clients and their next generation. She has a passion for education, and has over 18 years of experience in education instruction, curriculum and content development for a variety of platforms.

Prior to joining Morgan Stanley, Charline was a professional educator and has also worked for an education consulting firm where she focused on teacher professional development. She has been a Morgan Stanley employee since 2000, having joined the Firm in the Institutional Equities Division before becoming a Financial Advisor, then working as a Training Specialist in the Training Group and as the Branch Administrator in a Washington, D.C. branch and joined the Family Office Resources team in 2018.

Committed to local community involvement, Charline serves on the Board for the Sunken Gardens Forever Foundation and volunteers for the St Petersburg Junior League, Girls on the Run, the Gulfport Senior Center, Gulfport Community Garden, World Central Kitchen, Red Cross and BikeMS. Charline was also a Morgan Stanley Gallery Ambassador for the *Raphael: Sublime Poetry* exhibit at the Metropolitan Museum of Art. She is a former docent at the Stabler-Leadbeater Apothecary Museum in Alexandria, VA.

Charline graduated from the University of Florida with a Master of Education degree and a B.A. in English with a double minor in Education and Environmental Studies. Charline has presented at both national and state level education conferences as well as financial industry conferences and local community groups. She has been published in Kiplinger's, Observer and interviewed for The Family Wealth Report. Charline currently holds her FINRA Series 7, 63 and 65 securities licenses.

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