

Gabriela Gross Rivas Launches National Financial Literacy Initiative for Underserved Youth

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New York City, New York Apr 7, 2025 ([Issuewire.com](https://www.issuewire.com)) - Gabriela Gross Rivas, a Certified Public Accountant (CPA) with over eight years of industry experience, is proud to announce the launch of her newest initiative, "**Finance Forward: Youth Edition**," a nationwide financial literacy program aimed at educating underserved high school students in essential money management, budgeting, and entrepreneurial skills.

A graduate of Pace University with a Bachelor's Degree in Accounting, Gabriela has built a career marked by excellence in financial leadership, regulatory compliance, and strategic planning. After spending nearly a decade supporting corporations through major financial transformations and being published in the Journal of Accounting and Finance, Gabriela is shifting focus to a mission close to her heart: ensuring the next generation is financially empowered.

The Mission: Empowering the Next Generation

"Finance Forward: Youth Edition" was born out of Gabriela's observation that many young people, particularly in low-income communities, lack access to financial education. This often leads to long-term disadvantages in credit management, student loans, and basic economic literacy. Gabriela's program, which will launch this summer in New York City, will provide free workshops, mentorship opportunities, and interactive tools designed to teach financial fundamentals to teens between the ages of 14 and 18.

"I've spent years helping businesses save and grow their money. It's time I bring that same focus to helping kids and families who've never had someone explain how a credit score works or how to build a budget," Gabriela explained. "Financial independence starts with knowledge."

The program's pilot will partner with five NYC public high schools and is expected to reach more than 500 students in its first three months. Plans are already in motion to expand to Chicago, Atlanta, and Houston by 2026.

Professional Acumen Meets Purpose

Gabriela's unique position as a CPA and former collegiate athlete makes her especially relatable to young audiences. Her ability to translate complex financial concepts into real-world strategies is part of what made her so effective in corporate roles. From leading multi-million-dollar audits to driving organizational budget cuts without layoffs, Gabriela has always brought both technical skill and emotional intelligence to the table.

In her corporate career, she has been recognized for designing custom financial reporting dashboards that reduced month-end close time by 30% and for her skill in integrating data analytics into budget forecasting. She now channels those same tools into her teaching kits for high school students, using gamified spreadsheets and real-life case studies to keep learners engaged.

"Gabriela has this gift of breaking down intimidating financial topics into things that actually make sense," said Lauren Daniels, a former colleague and current board member of Finance Forward. "She can talk about SEC compliance one minute and teach a 16-year-old how to balance a checkbook the next. That's rare."

Collaborating for Impact

Finance Forward is more than just a passion project—it's a structured, scalable program developed with the help of educators, financial planners, and nonprofit leaders. Gabriela has partnered with regional banks, local businesses, and even retired CPAs to bring the workshops to life. Each student who completes the course receives a certificate and access to a digital mentorship platform where they can connect with finance professionals for continued guidance.

Additionally, Gabriela has teamed up with technology firm FinSpark to launch an interactive mobile app designed to teach financial literacy through challenges, trivia, and role-playing simulations. The app is

set to debut alongside the in-person programming and will be free to all students enrolled in Finance Forward programs.

Honoring Her Roots

Gabriela's decision to pursue this project is deeply personal. Raised by a single mother in the Bronx, she knows firsthand the challenges that come with financial uncertainty. Her mother worked multiple jobs and often had to make difficult decisions with little understanding of credit systems, investment options, or financial planning tools.

"Everything I know today—every certification, every spreadsheet—I learned because I didn't want to be stuck in the same cycle of financial stress," Gabriela said. "Now, I want to be the person I wish my mom had when I was growing up."

Gabriela's upbringing not only instilled in her a strong work ethic but also shaped her values around education, mentorship, and service. She credits her scholarship to Pace University and her track and field team for giving her the structure and support to succeed, both on and off the field.

Athletic Discipline, Professional Precision

While most know her as a finance expert, Gabriela's athletic background remains a powerful part of her story. As a former track and field captain at Pace University, she understands the importance of discipline, strategy, and resilience—all qualities that have helped her in both boardrooms and classrooms.

She continues to stay active, competing in long-distance races and training with local running clubs. Gabriela often uses her athletic journey as a metaphor in her workshops: "Financial fitness is just like physical fitness," she tells students. "You build it slowly, train consistently, and it becomes a habit that strengthens everything else in your life."

Her dual commitment to financial empowerment and physical health has earned her recognition as a "Leader to Watch" by the NYC Women in Finance Council and an honorary mention in the *Inspiring Women of the Year* feature by CityStyle Magazine.

Looking Ahead

Gabriela Gross Rivas sees Finance Forward as the beginning of a long-term mission. In addition to scaling the youth edition, she is exploring adult-focused modules and workplace literacy programs that help bridge generational knowledge gaps. The organization is currently applying for 501(c)(3) status and will be launching a fundraising campaign in late 2025 to support further expansion.

"There's a massive need for this," Gabriela said. "Whether you're 17 or 47, financial literacy changes lives. I want to be part of that change—for as many people as possible."

With her experience, heart, and vision, Gabriela Gross Rivas is turning her career success into something that reaches far beyond numbers on a balance sheet. Through Finance Forward, she's building a legacy of empowerment, one student at a time.

About Gabriela Gross Rivas

Gabriela Gross Rivas is a Certified Public Accountant (CPA) with over eight years of experience in

financial strategy, reporting, and analysis. She holds a Bachelor's Degree in Accounting from Pace University and has been recognized for her leadership in financial transformation, regulatory compliance, and community service. A lifelong advocate for education and youth empowerment, Gabriela is also an avid long-distance runner and mentor. She is the founder of Finance Forward, a nonprofit initiative dedicated to advancing financial literacy among underserved youth.

To learn more visit: <https://menafn.com/1109316837/Meet-Gabriela-Gross-Rivas-Accomplished-Certified-Public-Accountant-And-Community-Leader>

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