



YOUTH FINANCIAL LITERACY PROGRAMS

Provided by Bank on Philadelphia Partners



OFFICE OF THE CITY CONTROLLER - CITY OF PHILADELPHIA
Alan Butkovitz, City Controller

The Need for Youth Financial Literacy

It's never too early, or too late, to teach children the importance of banking. Balancing a checkbook and paying bills on time are essential to establishing and maintaining good credit to buy a home, purchase a car or start a business some day.

Children of all ages are encouraged to participate and receive basic banking and savings information that can help develop sound financial skills for the future. It's never too early to start learning about money management.

This booklet is designed to provide an outline of resources available for students, teachers and parents in Philadelphia to learn the basics of financial literacy.

Visit the Youth Education Portal at

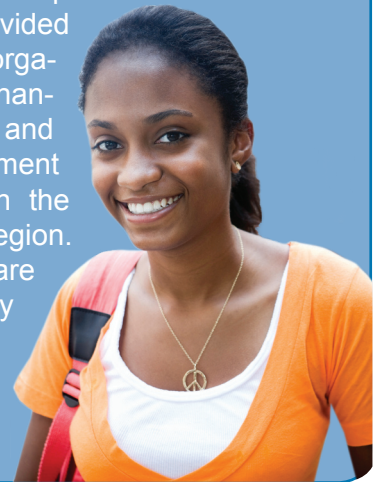
www.philadelphiacontroller.org/bop



Programs & Services Provided by Bank on Philadelphia Partners

Bank on Philadelphia

Bank on Philadelphia, an initiative of City Controller Alan Butkovitz, has developed a resource center for students, teachers and parents in the City of Philadelphia to have access to financial education services. These programs are provided by non-profit organizations, financial institutions and other government entities through the Philadelphia region. Many services are provided directly in the classroom and others are during after-school hours.



bank on
PHILADELPHIA
Everyone is Welcome



“Every child should receive financial education by the time they graduate high school.”

- Alan Butkovitz, City Controller

BANK ON PHILADELPHIA PARTNERS **Providing Youth Education Services**

- ~ **Change 4a Dollar**
- ~ **CLARIFI**
- ~ **Economics PA**
- ~ **Federal Reserve Bank of Philadelphia**
- ~ **Investing in Ourselves**
- ~ **Junior Achievement**
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Change 4a Dollar



ABOUT:

Change 4a Dollar's primary purpose of financial education is with a commitment of becoming the cornerstone in every community it serves. The organization consist of several significant initiatives all designed to make a major impact in the community.

The non-profit has an innovative curriculum designed to capture the youth's attention through interactive games and hands on experience on finance.

SERVICES PROVIDED:

Change 4a Dollar offers a number of financial workshops in several important areas of economics and finance. The organization has developed four core programs that have the greatest impact on our youth:

Workshops - Done in partnership with churches, schools, and other youth organizations. They provide innovative activities and hands-on lessons created to prepare the youth for inevitable financial crises, including:

- enlighten youth on personal finance, banking basics and entrepreneurial skills
- open to all ages; focus on financial literacy

After School Enrichment Program (located in West Philadelphia) - It is designed to boost children's understanding of classroom learning and challenge them with projects in science, technology, engineering, arts, and math, including:

- tutoring and homework assistance; children grades K-5; after school hours Monday - Friday;
- financial literacy programs on Saturdays.

Pocket Change - A professional development program designed for middle and high school students to provide them with skills, tools and connections needed to succeed in high school and beyond, including:

- professional development; college exposure; personal finance; work experience; youth grades 6-12; earn community service hours; potential to earn scholarship money

Investment Summer Camp - Children experience all the benefits of a normal summer camp and gain age-appropriate, basic financial knowledge on economics and financial concepts.

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CLARIFI



ABOUT:

Clarifi is a nonprofit community resource dedicated to lifelong financial literacy. Their mission is to create hope by helping people identify and secure the most important assets in their lives. Clarifi's services include helping local residents reduce debt, improve credit and avoid foreclosure. In their nearly 50-year history, Clarifi has helped over half a million people see a clear financial future.

The education team at Clarifi develops and delivers curricula that empower people of all ages to make smarter decisions about money throughout their lives. They have partnerships with community groups, non-profits, employers, schools, colleges and universities, financial institutions and government agencies. Clarifi is a member of the National Foundation for Credit Counseling (NFCC) and accredited by the Council on Accreditation (COA).

SERVICES PROVIDED:

Clarifi educates youth on the basics of personal finance and motivates them to take positive action. Their youth education programs are targeted to serve "youth with adult problems," including LGBTQ young adults, youth aging out of foster care and expecting/parenting teens. Topics include goal-setting and saving, budgeting, credit management, banking and asset building.

Clarifi College is a service designed to make college planning clear and help students and families graduate with less college debt. Through the service, students work one-on-one with a Certified College Planner to develop an action plan that will help them choose a major, compare schools and explore financial aid options.

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EconomicsPennsylvania



ABOUT:

The mission of EconomicsPennsylvania is to ensure that every young person in Pennsylvania understands essential economic and financial literacy concepts, benefits by using economic ways of thinking and problem solving skills, and has a continuous understanding of the nature and structure of the global economy and its relationship to individual liberty and freedom.

EconomicsPennsylvania's purpose is to help students become more productive members of society, prudent savers and investors, knowledgeable consumers, entrepreneurial thinkers and competent financial decision makers.

SERVICES PROVIDED:

The organization provides the following services:

- Student programs such as the Stock Market Game, Business Plan Competition, Youth Entrepreneurship Day and Economics Challenge Online
- Teacher Professional Development: online and in-person, on a variety of economic topics
- Curriculum Development and Consultation: assists schools and teachers to integrate economics into the existing K-12 curriculum to meet the Pennsylvania Academic Standards in Economics, Family & Consumer Science and Work & Earnings.
- Other programs include: Strive to Drive through State Farm, Financial Fitness for Life, Economics of Alternative Energy, The Economics of Sports, Learning Economics through Children's Literature, and Virtual Economics

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Federal Reserve Bank of Philadelphia



ABOUT:

The Federal Reserve Bank of Philadelphia helps formulate and implement monetary policy, supervises banks and bank holding companies and provides financial services to depository institutions and the federal government.

Its economic educators currently train between 650 and 750 K-12 teachers free of charge annually so that they can teach economics and personal finance in their classrooms.

SERVICES PROVIDED:

In addition to providing free lessons on its website, the Federal Reserve trains teachers and provides all of the materials free of charge for them to teach the “Keys to Financial Success” high school personal finance program. Also, it trains hundreds of elementary, middle and high school teachers to teach personal finance through additional one-day and multi-evening professional development programs.

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Investing in Ourselves



ABOUT:

Investing in Ourselves inspires positive lifestyle behavior change in underserved communities of Philadelphia. The program motivates participants to document their life changes, to promote change in their communities and to become community leaders promoting change in others.

Children learn the importance of fitness, nutrition, computer literacy, and sound financial practice alongside their parents and grandparents, empowering families to change lifestyle behaviors together.

SERVICES PROVIDED:

Building Bridges to Wealth is a youth initiative that aims to bridge the financial literacy gap in post-sub prime America. With their innovative curriculum, it aims to develop a solid foundation upon which students can make sound financial decisions in the future.

Lesson plans emphasize student participation: games and brainstorming exercises within small groups guide them through the basics including why its better to sock away money in the bank rather than under the mattress and the importance of saving for a rainy day.

Through Professor Weigelt's six-course high school business curriculum, students also develop skills in:

- Decision Making
- Negotiation
- Sales and Presentation
- Financial Literacy
- Entrepreneurship
- Strategy and Marketing

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Junior Achievement



ABOUT:

Junior Achievement is the world's largest organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through , hands-on programs. Since 1951, Junior Achievement of Delaware Valley's purpose has been to educate and inspire young people to own their economic success through financial literacy, entrepreneurship, and work readiness programs. By connecting classroom curricula to real world experiences, JA gives students the knowledge and confidence necessary to reach their full potential.

Junior Achievement's K-12 programs teach kids the financial literacy ABC's. Through its programs, kids learn critical money management concepts at an age-appropriate level.

SERVICES PROVIDED:

The elementary school programs include six sequential themes for kindergarten through fifth-grade students and one capstone experience. Students learn the basic concepts of business and economics and how education is relevant to the workplace.

The middle school programs include financial literacy and business curricula and an on-line capstone experience. JA programs can bring real world relevance to a vital time in a young person's education.

Junior Achievement's high school programs for students in grades 9-12 include economic and business curricula, an after-school student-led enterprise, and a one-day workplace capstone experience. The dynamic interaction between JA volunteers and students promotes active learning and brings theory to life.

PROGRAM HIGHLIGHTS:

Program delivery primarily involves the "whole school" model, which allows community volunteers to deliver content to every child in a school. This model matches mentors to each class in a single school to teach the grade specific lessons. However, JA also offers standalone content that can be utilized by after-school providers, community leaders, and parents.

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Math Forum @ Drexel



ABOUT:

The Math Forum @ Drexel is an online resource for improving math learning, teaching and communication since 1992. The program consists of teachers, mathematicians, researchers, students, and parents using the power of the web to learn math and improve math education.

The Math Forum is dedicated to creating communities of users interested in developing their practice and resources to better their practice.

SERVICES PROVIDED:

The Math Forum offers a wealth of problems and puzzles, online mentoring, research, team problem solving, collaborations, and professional development. It offers math problems with financial context, math tools which include technology tools that can be used in the classroom to enhance exploration of mathematical and financial topics and lesson plans, and answers from Dr. Math that explain financial and mathematical concepts in accessible language for teachers, students and the general public.

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Operation HOPE



ABOUT:

Operation HOPE has had a stake in educating and empowering youth in financial literacy and economic empowerment in the City of Philadelphia since 2003. The non-profit organization specializes in free financial education programs in schools for kids in 4th through 12th grade and youth-serving organizations.

By teaching financial literacy, Operation HOPE's Banking on Our Future's ultimate goal is to break the cycle of economic poverty, give our youth a sense of hope and empower them with the practical skills that can help them to manage their destinies no matter what their dreams are.

SERVICES PROVIDED:

The Banking on Our Future program consists of four or five visits of 40-60 minutes each, with visit frequency either weekly, every-other week, or monthly at the convenience of the school. The program provides speakers from financial institutions, colleges and retired teachers who are trained on how to teach as well as on content.

Materials consist of lessons on bank accounts, credit, saving and investing, budgeting and understanding how financial institutions work.

PROGRAM HIGHLIGHTS:

To date, the Banking on Our Future program in Philadelphia has educated 72,202 students in grades 4 through 12.

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Philadelphia Federal Credit Union



ABOUT:

The mission of the Philadelphia Federal Credit Union (PFCU) is to provide for the financial well being of its membership through a dedicated and unique combination of professional and personal service. It invests daily in building one-on-one relationships with membership communities through uncompromising service, convenience and a complete offering of competitive financial products and services. It has been honored to be able to offer financial seminars to numerous schools in Philadelphia.

SERVICES PROVIDED:

The Moola Moola Kids Club and CU Succeed accounts are designed to start your child on the right financial path. The Moola Moola Kids Club is designed for kids ages 12 and under. A Kids Club account makes saving money fun, and it encourages young children who receive money for birthdays, holidays and allowance to save a portion of the funds in the PFCU account. The CU Succeed program teaches teens age 13 and older to handle money responsibly and establish great credit.

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The One Less Foundation



ABOUT:

The One Less Foundation seeks to bridge the gap between those residing in poverty and the rest of society, through financial education and teaching about the opportunities that life has for each of us.

With its education programs, its mission is to instill financial responsibility, encourage participants to learn about life outside of their normal environment and reach to achieve goals they never knew they could dream; and inspire individuals, families and communities to become more than they thought possible.

SERVICES PROVIDED:

The Financial Literacy & Capability program consists of classes for adults and youth with courses designed to teach the following money principles:

- Budgeting is not just for the rich or those with money
- Savings is the start of wealth creation
- You control your money...don't let your money control you
- Everyone needs a budget
- Confidence in managing money and understanding the basics of finance

In addition to the organization's regular programs and classes, it also holds larger community workshops and events.

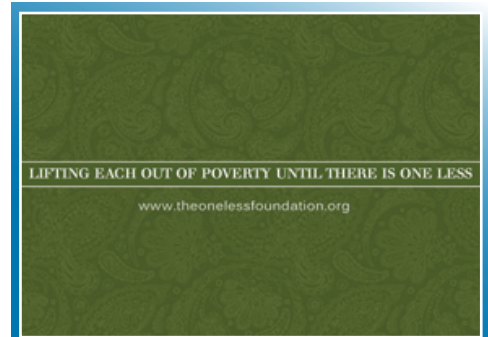
PROGRAM HIGHLIGHTS:

- Partners with other agencies and non-profit organizations to bring Financial Literacy programs to its constituents
- Financial Literacy programs (and volunteers) are used by schools in the Philadelphia area and other states for grades K-12
- Financial Literacy & Capability volunteers primarily have employment backgrounds in Finance, Banking and Financial Services

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Urban Affairs Coalition



ABOUT:

Since its inception in 1969, the Urban Affairs Coalition (UAC) has developed programs and projects that build assets for low-and moderate-income families and individuals. UAC unites government, business, neighborhoods and individual initiatives to improve the quality of life in the region, build wealth in urban communities, and solve emerging issues. UAC drives change by acting as a fiscal sponsor for grassroots program partners, shaping public policies and delivering programs.

The UAC also has a Youth Financial Advancement Network (FAN) Club and Youth Financial Advancement Workshops, which are designed to teach young people important financial skills that they can apply to real life situations. With FAN Clubs, youth are given the opportunity to learn from both the financial experts as well as talk about finances with peers.

SERVICES PROVIDED:

The Youth Financial Advancement Network (FAN) Clubs are groups of 5-20 young people who commit to meeting on a regular basis to improve their money management habits, rectify troubled financial situations, and pursue their financial goals. Groups may be formed by those who share a place of employment, school, church or temple, an association, or a social service agency.

Each FAN Club consists of six sessions, conducted by an expert, on topics such as saving for tuition, paying down debt, improving your credit score, or implementing a balanced budget. The UAC trains the club host to start the club and recruit members. It also continues to work closely with both the host and the club leaders to help make individual clubs a success.

FAN Workshops are offered anywhere from 30 minutes to two hours and can be presented on various financial topics, specific to your organizations' needs.

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Wells Fargo



ABOUT:

Wells Fargo & Company is a nationwide, diversified, community-based financial services company with offices and branches located in the City of Philadelphia. It provides financial youth education through partnerships with non-profits, the Philadelphia School District, Archdiocese of Philadelphia and Catholic Social Services.

In addition, Wells Fargo conducts workshops for students and “Train the Trainer” structure for teachers. Volunteers and financial center personnel are deployed to present the workshops.

SERVICES PROVIDED:

The Hands on Banking Program consists of interactive online financial courses and free instructor guides with classroom lessons and activities that help guide students through real-life scenarios, group discussions, and other activities designed to teach valuable money management skills.

- Curriculum is designed for the following:
 - Kids (4th and 5th grades)
 - Teens (6th through 8th grades)
 - Young Adults (ages 15 through 21)
- Available in both Spanish and English without exposure to endorsements, product sales pitches or commercials.
- Lessons are aligned with national and state educational standards for mathematics, English language arts, financial literacy and economics.

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