



JUMP \$TART!

FINANCIAL SMARTS FOR STUDENTS

Jump\$tart Coalition for Personal Financial Literacy

**An independent, non-profit coalition of
more than 160 national organizations
and entities.**

- **Non-Profit Organizations**
- **Educational Institutions**
- **Financial Associations**
- **Corporations**
- **Government Agencies**

Jump\$tart's Mission

The Jump\$tart Coalition for Personal Financial Literacy seeks to improve the personal financial literacy of young adults.

Jump\$tart's purpose is to facilitate and promote financial education for students in grades K-12 and college.

The Jump\$tart Coalition believes that all young adults need to have the financial literacy necessary to make informed financial decisions.



www.JumpStart.org

Jump\$tart Coalition for Personal Financial Literacy

Financial smarts for students!

- **Advocate the importance of financial education**
- **Quantify the need through student evaluation**
- **Set standards and benchmarks for achieving results**
- **Facilitate education through a grassroots network**

What We Don't Do:

- Conduct education.
- Make specific financial recommendations.
- Create curricula or educational products.
- Lobby.
- Endorse a product or program, exclusively.

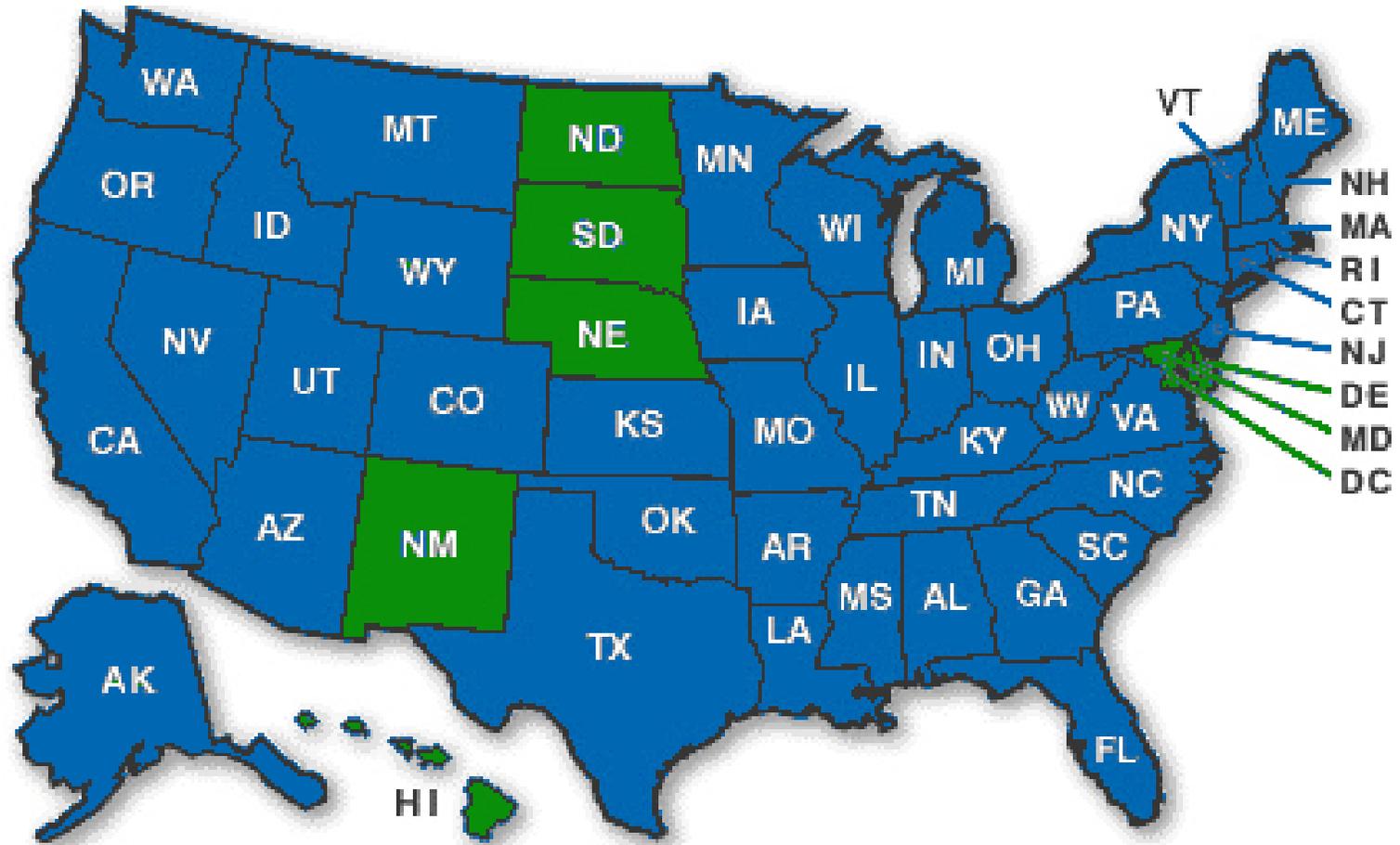
Jump\$tart State Coalitions

A Grassroots Network

Jump\$tart has affiliated coalitions in 43 states and some coalition activity in nearly all the other states.

- **Volunteer Operations**
- **Active Networks**
- **State Websites**
- **Teacher Workshops and Events**
- **A Local Voice**

State Coalitions



 Affiliated States
 Non-affiliated States

State Coalitions:

Are different from other state or local financial education groups in that we are:

- **Principally volunteer organizations.**
- **Represent the full spectrum of financial literacy** (*income, money management, spending and credit, saving and investing*).
- **Represent materials and expertise from multiple participants, providing teachers & parents depth, breadth, and choice.**
- **Help promote the products, services, and expertise offered by partners, individually.**

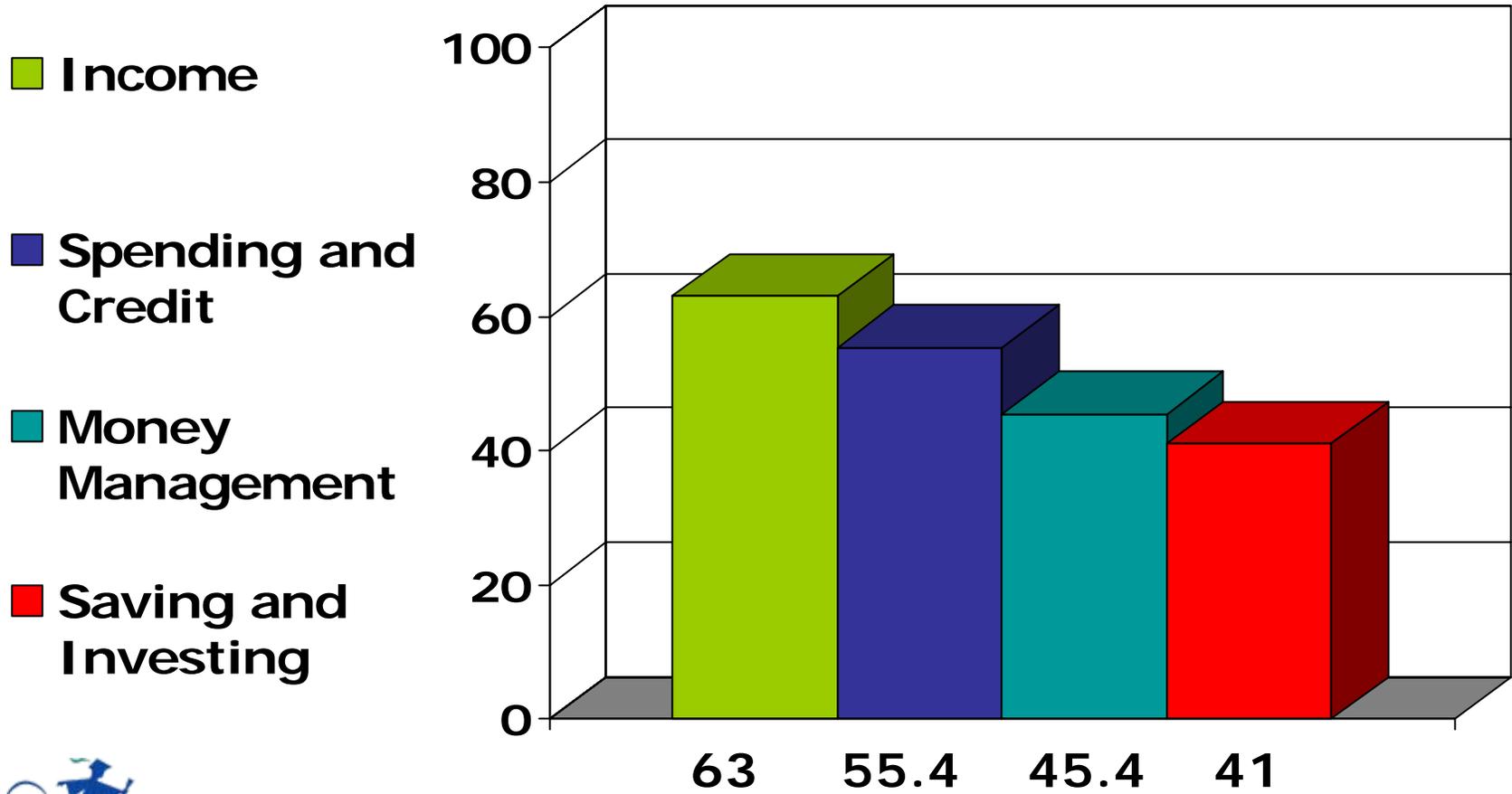
Jump\$tart Survey

2004 Participant Profile

Since our survey, these students have graduated from high school and have entered college and/or the work force.

- **4,074 high school seniors participated**
- **From 215 schools in 33 states**
- **Tested in non-finance classes (English, History, etc.)**

Jump\$tart Survey Results By Key Subject Area

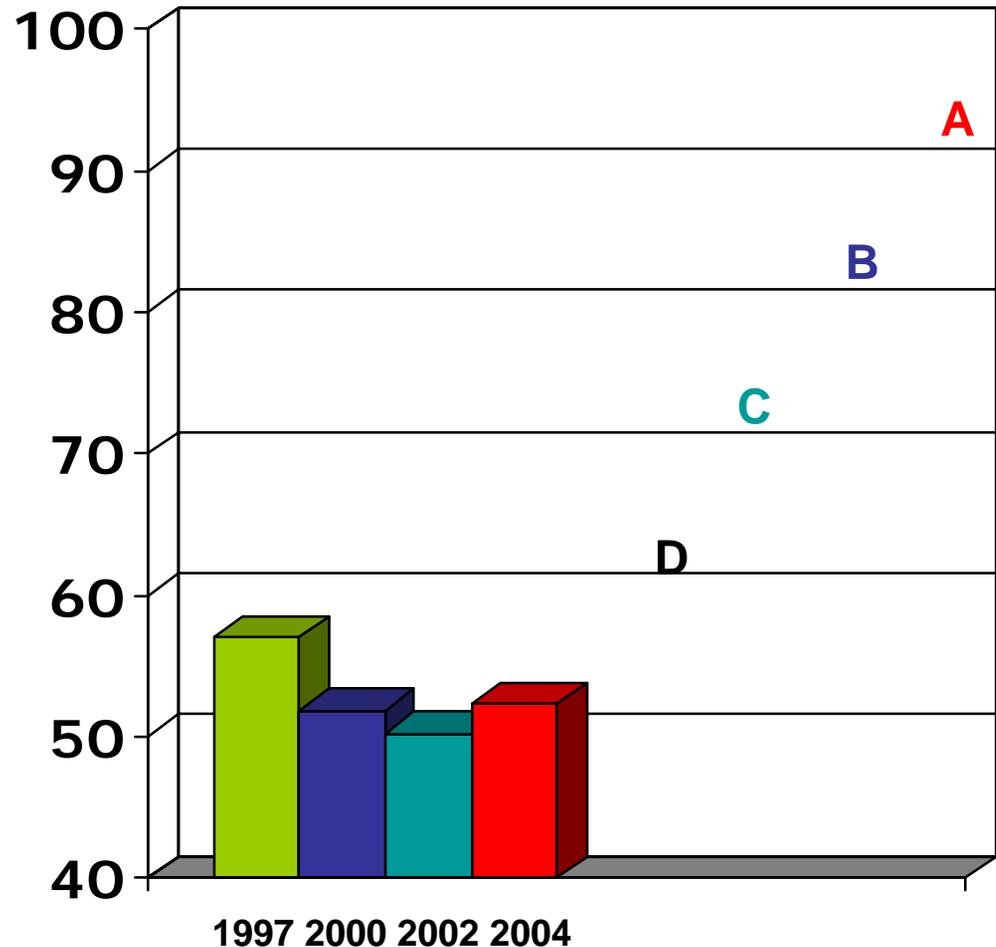


Jump\$tart Survey

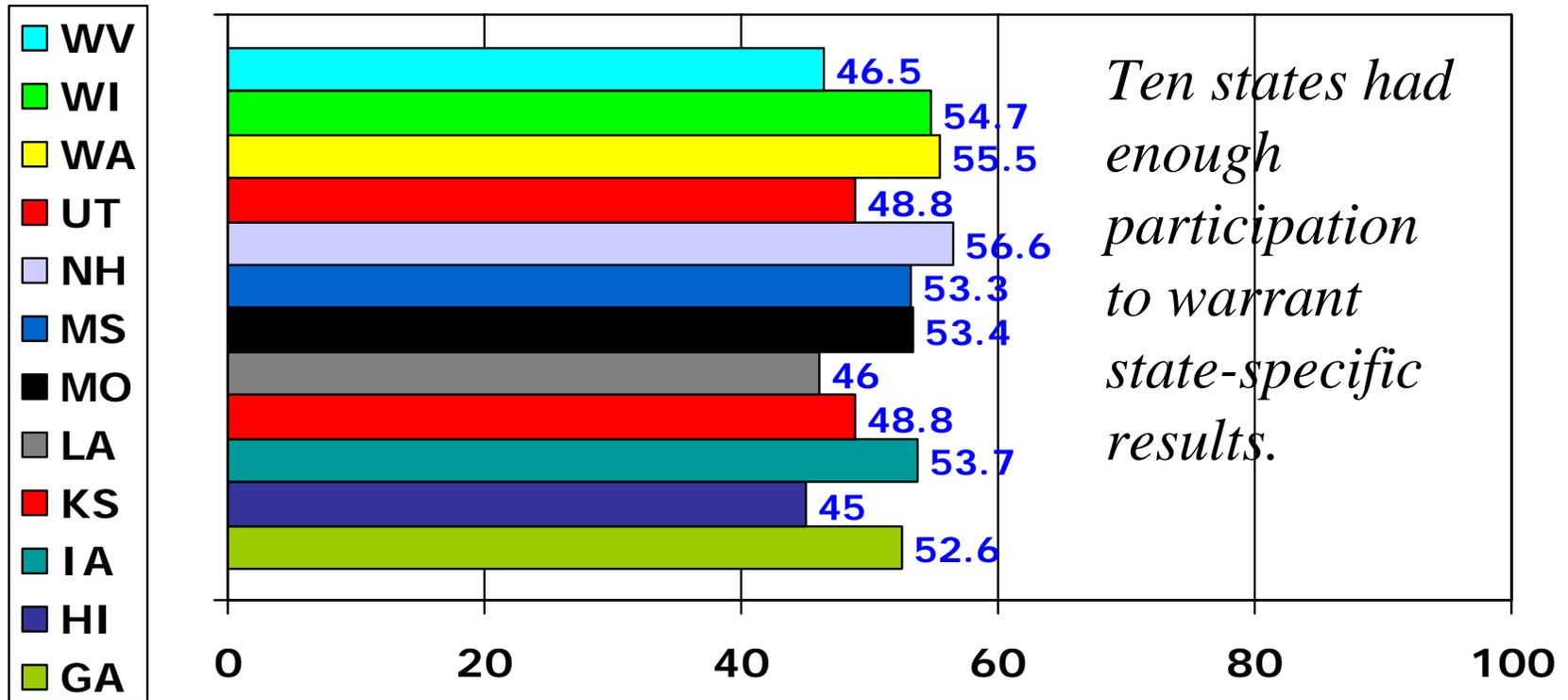
National Results By Year

- 1997 – 57
- 2000 – 51.9
- 2002 – 50.2
- 2004 – 52.3

*On average, students
get a failing grade!*



Jump\$tart Survey State-Specific Results

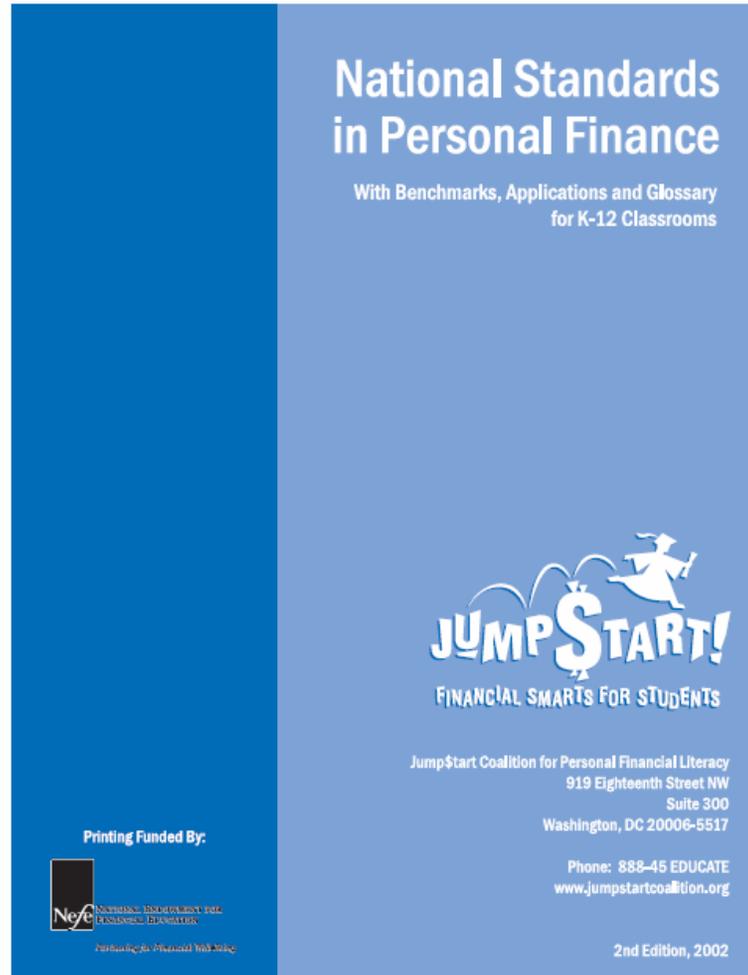


Ten states had enough participation to warrant state-specific results.

Jump\$tart Coalition *Personal Financial Literacy*

**On the
Web Site**

**Student
Achievement
Benchmarks
for grades:
4, 8 and 12**



**Topics in
four key
areas:**

→ Income

→ Money
Management

→ Spending and
Credit

→ Saving and
Investing



www.JumpStart.org

www.jumpstartclearinghouse.org



JUMPSTART COALITION  Clearinghouse

JumpStart Clearinghouse Search Form

You can use any combination of options to narrow your search.

Option 1: Keyword Search

Option 2: Target Audience

<input type="checkbox"/> Pre-K	<input type="checkbox"/> K	<input type="checkbox"/> 1st	<input type="checkbox"/> 2nd	<input type="checkbox"/> 3rd	<input type="checkbox"/> 4th	<input type="checkbox"/> 5th
<input type="checkbox"/> 6th	<input type="checkbox"/> 7th	<input type="checkbox"/> 8th	<input type="checkbox"/> 9th	<input type="checkbox"/> 10th	<input type="checkbox"/> 11th	<input type="checkbox"/> 12th
<input type="checkbox"/> College	<input type="checkbox"/> Special Needs	<input type="checkbox"/> Adult	<input type="checkbox"/> All			

Option 3: Material Type

<input type="checkbox"/> Audiotape	<input type="checkbox"/> Book	<input type="checkbox"/> Textbook	<input type="checkbox"/> Booklet/Pamphlet
<input type="checkbox"/> Lesson Plan	<input type="checkbox"/> Periodical	<input type="checkbox"/> Poster	<input type="checkbox"/> Simulation/Game
<input type="checkbox"/> Software/CD	<input type="checkbox"/> Student Workbook	<input type="checkbox"/> Teaching Guide	<input type="checkbox"/> Video
<input type="checkbox"/> Web Site	<input type="checkbox"/> All		

Option 4: Language

Select: Other:

Option 5: Predefined Descriptors

<input type="checkbox"/> Income	<input type="checkbox"/> Money Management	<input type="checkbox"/> Saving & Investing	<input type="checkbox"/> Spending & Credit	<input type="checkbox"/> All
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www.JumpStart.org



Personal Financial Literacy Is Everyone's Responsibility



www.JumpStart.org