

Partner Summaries for 2008

ABA EDUCATION FOUNDATION

The year 2008 was a busy one for the American Bankers Association Education Foundation from launching a credit education Web site for consumers—GetSmartAboutCredit.com—to providing more than 17,000 bankers with resources to teach 67,000 youth financial basics. The 12th annual “Teach Children to Save Day,” observed on April 29th and celebrated throughout April, included activities where members of Congress paired with bankers in their districts, participation from dozens of Treasury officials, led by former Treasurer Anna Escobedo Cabral, and a special savings lesson for New York city school children involving New York Mets Pitcher Aaron Heilman and mascot Mr. Met.

This year the Foundation added an element for young consumers to our “Get Smart About Credit program”, the A.C.T. Credit Pledge. The program itself involved some 3,441 enthusiastic bankers sharing the dos and don'ts of responsible credit use with 130,000 youth. Signature events involved members of Congress as well as officials from the Treasury and the Office of the Comptroller of the Currency.

AFSA EDUCATION FOUNDATION

The AFSA Education Foundation (AFSAEF) goal is to empower future generations to make sound financial decisions and avoid some mistakes that are apparent today—record number of foreclosures, bankruptcies and repossessions. The foundation has developed an array of financial literacy brochures in partnerships with other trade organizations, regulator groups and government agencies for use by adult consumers in the areas of vehicle financing, mortgage loans, personal loans, and personal financial management.

To reach young adults, AFSAEF offers MoneySKILL®, a free online course that teaches personal finance life skills in income, expenses, saving, credit and insurance. MoneySKILL, a 34-module course, is designed for use in business, math, economics and personal finance classes. A life-simulation requires students to project their own life expectancies regarding jobs, housing, transportation, education, marriage and children. More than 2,000 teachers received training on MoneySKILL® during 2008. The training offered an overview of the curriculum, how to incorporate it in the classroom and how to use features such as module selection and presentation, which were requested by teachers. Student enrollments from 47 states increased 42 percent in 2008 as compared to the same time last year. In the October 2008 annual survey of MoneySKILL users, 98 percent of teachers evaluated the curriculum, technology and student reaction as either “Excellent” or “Very Good.”

AMERICAN SAVINGS EDUCATION COUNCIL

ASEC just provided the seed money for a new Paul Solman economic and financial literacy initiative being undertaken by the PBS “NewsHour.” The ASEC seed money went toward

the production of the first segment on “Moral Hazard.” Other initiatives include: 1) *America Saves Week 2008*: a joint effort of ASEC and America Saves had more than 600 organizations participate in 2008, more than 75,000 individuals attended 1,800 events, more than 25,000 individuals enrolled as savers, and more than a half million saw information about the week on the Web; 2) *Public Service Announcements*: Eighteen PSAs were used to promote “America Saves Week” and “Military Saves Week.” The PSAs were used in events across the country, through the America Saves Week and Military Saves Web sites and on all military bases and navy ships across the globe; 3) Four new Savingsman™ PSAs were released.

AWARDS WON IN 2008

1) National Telly Award—Choose to Save® was the recipient of one 2008 national Telly award: Writing—Local Public Service Announcement, *Savingsman™ Rap Campaign*; and, 2) Regional Emmy—Choose to Save® was the recipient of one 2008 regional Emmy award: Producer—Single Spot, Episode 6, *Mr. Unexpected*.

BANK OF AMERICA

As one of the world's leading financial institutions, Bank of America is proud to support causes important to the customers and communities we serve. In 2008, Bank of America's financial education initiatives included its role as a leading sponsor of Financial Literacy Day on Capitol Hill and continued partnership with Monster's Making It Count programs to exclusively deliver *Making College Financial Planning Count and Ultimate Money Skills*. In addition, Bank of America unveiled www.bankofamerica.com/moneyskills, a website with information on a variety of financial topics. These programs reached more than 26,000 parents and 370,000 college students with information on paying for college, developing smart money management skills and building good credit. The Bank of America Parent/Student survey revealed trends on how parents and their college-aged children talk about money. These findings were used to help ignite a national dialog among students about becoming empowered with their finances. Partnering with Gen Y financial expert, Farnoosh Torabi, these findings were used as part of a financial awareness campaign taken to campuses and to spur a nationwide contest, whereby students submitted some 5,500 tips on how to manage money. Also in 2008, Bank of America began refreshing Financial Fitness for Life, its signature financial education curriculum for students in grades K-12.

BETTERINVESTING

BetterInvesting is a not-for-profit, volunteer-based educational organization dedicated to helping people become successful lifetime investors. In 2005, BetterInvesting developed a high school financial and investment education program Building Wealth that has grown dramatically. Currently more than 250 high schools in 30 states offer this curriculum to their students. The curriculum

emphasizes the importance of saving and investing, and builds to show teens how to invest in stocks, bonds and mutual funds. Initially funded by the NYSE Foundation, this program continues to grow dramatically each year.

Since 1951, BetterInvesting has provided investment education and support to more than five million investors of all ages. BetterInvesting offers online investment education along with live classes taught by its experienced volunteers at the local, regional and national level. In addition, the organization's monthly magazine, book series and online tools provide ongoing opportunities for members to develop and apply what they learn. In 2009, the BetterInvesting National Convention will feature a youth program in Atlanta, June 25-28. For more information, visit www.betterinvesting.org or call 1-877-583-6242.

CAPITAL ONE

Capital One is proud to support a broad range of financial literacy initiatives, including a number of programs designed specifically to reach young adults. Through our partnerships with leading national not-for-profit organizations, the volunteer efforts of Capital One associates and our grassroots approach to training not-for-profits to lead our programs on a local level, Capital One is building momentum to keep its literacy programs running for years to come. Links to all our programs can be found at www.capitalone.com/financialeducation.

Two specific programs to note: 1) Capital One partners with Junior Achievement (JA) to help prepare students from low- and moderate-income families to make smart financial decisions as adults and to encourage them to recognize the connection between education, career, salary, and desired lifestyle. 2) Capital One Bank and Fordham Leadership Academy for Business and Technology are thrilled to announce the establishment of a student-run branch at the Theodore Roosevelt Complex in the Bronx, New York. Student bankers will educate peers on financial education and encourage them to establish savings plans.

CENTER FOR CREDIT AND CONSUMER RESEARCH, PENN STATE ERIE, THE BEHREND COLLEGE

The Center for Credit & Consumer Research (CCCR), an applied research unit of the Sam and Irene Black School of Business at Penn State Erie, The Behrend College, was established in 2004. To date, the CCCR has impacted approximately 18,000 students. In 2008, the CCCR strengthened its partnerships with ErieTimes-News and Junior Achievement of Western Pennsylvania. Newspapers in Education was started in 2006 in conjunction with ErieTimes-News, and the resulting Friday feature "Invest in Your Future" now circulates to more than 6,000 students. The "Save, Spend, Succeed" (S3) Live Game series was started in collaboration with Junior Achievement in 2007. The CCCR administered six Live Game Shows and reached more than 550 individuals in 2008.

The Center for Credit & Consumer Research also embarked on a project to revamp current operations for 2009 and beyond. In addition, the CCCR will focus on developing workshops and programs for the Erie community, and begin to publish e-newsletters to distribute to all who choose to sign up. These changes will help the CCCR to educate a greater number of people and promote a more significant impact in Erie and surrounding areas.

CITI

In April of 2008, Citi celebrated the fourth anniversary of its unprecedented ten-year, \$200 million global commitment to Financial Education. In just four years, approximately \$121 million has been spent funding financial education initiatives. In 2007 alone, Citi spent \$36 million in 65 countries, reaching approximately 9 million people. Through this support from the Citi Foundation and Citi businesses globally, innovative financial education programs have been developed, including: the fifth annual Asia Pacific Financial Education Summit in Beijing; the Agent Penny comic book and theatre group global initiative; and "Teach Children to Save Day" in the U.S., where 3,496 Citi volunteers have taught more than 104,000 students in 28 states since 2000. Citi also continues to provide the Citi Financial Education Curriculum for no charge to those teaching personal finance to students K-adult. Since the curriculum's launch, more than 8,800 Citi employees and not-for-profit partners have been trained. Information about the Citi financial education programs can be found at <http://financialeducation.citi.com>.

COLONIAL BANK

The Colonial BancGroup, Inc. is a \$27 billion financial services company headquartered in Montgomery, Ala. Its common stock is traded on the New York Stock Exchange under the symbol CNB. In 1981, Colonial was organized as a bank-holding company with \$166 million in assets. More than 25 years later Colonial has strategically expanded its presence as a part of a long-term strategy of sustained, controlled growth to become a Top 30 commercial bank with more than 340 banking offices in Alabama, Florida, Georgia, Nevada and Texas. Colonial has concentrated on expanding from its base in Alabama by deliberately increasing its presence in states with robust growth patterns to include Florida, Georgia, Nevada and Texas. Today, 69 percent of Colonial's deposits are in three of the four fastest-growing states in the U.S.—Florida, Georgia and Nevada. In addition, Colonial has a Top 5 market share in both Alabama and Florida that represents 83 percent of the franchise. We live the Colonial Bank brand promise "You'll like it here" every day and consider it part of this promise to serve the communities that support Colonial. Wherever there may be an opportunity to serve, Colonial is an active participant.

CONFERENCE OF STATE BANK SUPERVISORS

As the nationwide organization representing all bank/financial regulators in the U.S. the District of Columbia, Guam, Puerto Rico and the Virgin Islands, the Conference of State Bank Supervisors is active on several fronts in the campaign for financial literacy. CSBS is represented on the Jump\$art Board of Directors and has partnered with the Federal Deposit Insurance Corporation since 2003 in promoting the Money Smart Program to state banking departments nationwide. CSBS serves as a clearinghouse for financial education programs and initiatives that involve our member banking departments. CSBS compiles information on financial literacy programs being spearheaded by state banking departments. This information is shared with the states and posted on the CSBS

Website www.csbs.org State banking departments are the front-line of defense in consumer protection, and personal financial literacy is the key to making sound financial decisions on a personal basis. To that end, CSBS members offer an array of financial literacy programs and play a major role in their states' financial education initiatives.

COOPERATIVE EXTENSION

The Cooperative State Research, Education, and Extension Service (CSREES), USDA, the federal partner in the nationwide Cooperative Extension System, continued its 16-year partnership with the National Endowment for Financial Education® to bring the NEFE® High School Financial Planning Program® <http://hsfpp.nefe.org/> to 4,835 high schools and 624,089 students. Cooperative Extension has been involved in more than 110 teacher training events around the country, and will take the lead in evaluating the program in 2009. A portion of the new Extension site www.extension.org (click on personal finance), includes a focus on financial education for pre-kindergarten through young adults. Interactive games, calculators, and curricula are available through partnerships with endowed foundations, credit unions, public service educational networks, and state Cooperative Extension units. "Frequently Asked Questions" with an "Ask Our Expert" option specifically for young people are major features. A complementary trio of 4-H youth development curricula, available for order online through <http://www.4-hcurriculum.org/>, continues to meet the financial education needs of 4-H, a youth-serving organization with an enrollment of six million. These three programs are *Financial Champions*; *Consumer Savvy*; and *"Be the E" Entrepreneurship*.

COUNCIL FOR ECONOMIC EDUCATION

The mission of the Council for Economic Education (www.councilforeconed.org), formerly the National Council on Economic Education, is two-fold: To advocate for better and greater school-based economic and personal finance education at the K-12 level; and to educate young people in the United States and around the world, primarily through well-prepared teachers, so they may become empowered with economic and financial literacy. During 2008, the Council's financial literacy advocacy efforts included convening the 3rd National Summit on Economic and Financial Literacy, sponsored by the Bank of America Charitable Foundation; co-hosting, along with the Jump\$tart Coalition® and JA Worldwide®, the sixth annual Financial Literacy Day on Capitol Hill in April; and participating in a consulting consortium for the US Treasury department on the development and promotion of the first ever National Financial Literacy Challenge. In addition, the Council's President and CEO, Robert F. Duvall, was appointed to the newly created President's Advisory Council on Financial Literacy.

In curriculum resource and teacher training efforts, the Council continued to reach tens of thousands of teachers and students with programs such as its award-winning, comprehensive K-12 personal finance program, *Financial Fitness for Life*®, sponsored by the Bank of America; *Learning, Earning and Investing*®, a comprehensive

investor education program for middle and high school students, and its DVD-based personal finance high school curriculum, *Financing Your Future*®, sponsored by the Citi Foundation.

CREDIT UNION NATIONAL ASSOCIATION

CUNA's fifth annual Youth Savings Challenge took place during National Credit Union Youth Week (April 20-26). During the event, more than 76,000 members under the age of 18 saved \$12 million at 400 participating credit unions—6,700 of those youths were new savers. During the 2007-08 school year, credit unions, working with the Cooperative Extension System, were responsible for bringing the NEFE High School Financial Planning Program® to 64,241 students at 481 schools nationwide. By year end, 218 credit unions in 34 states and the District of Columbia reported operating student-run branches in 758 elementary, middle, and high schools.

CUNA's 2008 Desjardins Youth Financial Education award winners were Arapahoe Credit Union (Centennial, Colo.); LA DOTD Federal Credit Union (Denham Springs, La.); Rogue Federal Credit Union (Medford, Ore.); Sonoma County Grange Credit Union (Santa Rosa, Calif.); Credit Union Association of New York; and the Maine Credit Union League. The Desjardins awards recognize exemplary work in educating young members as well as the general public about personal finance (cuna.org, search "Desjardins").

FEDERAL DEPOSIT INSURANCE CORPORATION

In April of 2008, the Federal Deposit Insurance Corporation (FDIC) launched Money Smart for Young Adults, an instructor-led financial education curriculum for youth ages 12-21. Based on the award-winning Money Smart curriculum for adults, the new curriculum consists of eight modules that are aligned with state educational standards, as well as Jump\$tart national financial literacy standards and National Council on Economic Education (NCEE) national economics standards. The FDIC filled orders for more than 25,000 copies of Money Smart for Young Adults in 2008. FDIC also conducted more than 40 significant outreach activities during 2008 specifically to promote the Money Smart for Young Adults curriculum. In addition, the FDIC entered into 38 partnerships to facilitate the use of Money Smart for Young Adults.

The FDIC also promoted financial literacy for youth through publications, technical assistance, and other activities. For example, FDIC publishes the quarterly Money Smart News to provide the approximately 20,000 subscribers updates on the Money Smart program, financial education success stories, and other relevant information for financial educators. In the spring of 2008, both Money Smart News and Consumer News featured articles that provided creative and successful ways for teaching youth about money. Parties seeking additional information on FDIC's financial education activities for youth should contact communityaffairs@fdic.gov or (202) 898-6724.

FEDERAL RESERVE SYSTEM

The Federal Reserve, Central Bank of the United States, has a long history of promoting economic education and financial literacy. In 2008, the Federal Reserve System offered substantive programs and initiatives at all twelve of its regional Reserve Banks across the country. The System continues to promote its financial and economic education Web portal for students, parents and teachers (www.federalreserveeducation.org), and maintains several grassroots outreach programs at the regional and local levels. The Fed also produced several valuable teaching tools, including new resources such as “Benjamin Franklin and the Birth of a Paper Money Economy” lesson plans (from the Federal Reserve Bank of Philadelphia), The Money Circle Curriculum Series (from the Federal Reserve Bank of Kansas City) and updates to Building Wealth: A Beginner’s Guide to Securing Your Financial Future (from the Federal Reserve Bank of Dallas).

The Federal Reserve Board hosted the 14th annual high school Fed Challenge (Spring) and 5rd annual college Fed Challenge (Fall); it also participated in the 2008 “Financial Literacy Day on Capitol Hill,” sponsored “Money Smart Week” in the Chicago District. Aside from its longstanding partnership with Jump\$tart, the Federal Reserve proudly collaborates with the National Council on Economic Education, the National Endowment for Financial Education, the American Savings and Education Council, the National Council for the Social Studies (NCSS), the Financial Literacy and Education Commission (FLEC) and Operation HOPE, Inc.

FEDERAL TRADE COMMISSION

The Federal Trade Commission has more than 50 credit-related publications, posted at www.ftc.gov/credit to help educate consumers about their financial well-being. It has specialized publications for young people who have limited experience with credit; and high schools, libraries, and community organizations nationwide use FTC free materials to teach young people. Last year, the FTC distributed nearly 10 million publications; Web accesses exceeded 39 million. The FTC serves on the Jump\$tart Coalition Board, participates in the Communications Committee, and contributes more than 40 titles to the Clearinghouse. To help celebrate Financial Literacy Month, the FTC participates in Financial Literacy Day on the Hill.

The FTC’s most recent site for young people, YouAreHere, introduces kids to key consumer and business concepts. Set in a shopping mall, www.ftc.gov/YouAreHere takes kids on an experiential journey that presents the FTC’s mission. The site features animated guides who help visitors navigate a virtual mall and interact with shopkeepers and other consumers. Kids can design and print ads for a shoe store, uncover suspicious claims in an ad, and guess the retail price of various candies based on their supply, demand, and production costs.

FINANCIAL PLANNING ASSOCIATION

The Financial Planning Association® (FPA®) is a not-for-profit, leadership and advocacy organization that connects those who

provide, support and benefit from professional financial planning. FPA has many alliances that help young people learn sound financial practices, including partnerships with Sallie Mae and JA Worldwide® (Junior Achievement®). Through the FPA relationship with Sallie Mae, soon-to-be college graduates learn tips on how to survive financially in the real world and reach their goals and dreams. The FPA partnership with Junior Achievement makes valuable programs available for children around the country by providing an essential educational resource—volunteers. Through these partnerships, FPA has helped thousands of students nationwide discover the value of financial planning.

FPA offers a number of tools to help educators, parents and students gain the knowledge and skills they need to develop a sound financial plan. Resources include literature, audiocasts, an e-mail hotline, financial planner search service, a book—*The Encyclopedia of Financial Planning: What You Need to Know from the Nation’s Leading Financial Planners* and an educational Web site that includes a number of useful tools at www.FPAforFinancialPlanning.org. In addition, FPA offers guest speakers to help explain further strategies to your school or group. Please contact Ryanne Enyeart at Ryanne.Enyeart@FPAnet.org to learn more.

FINRA AND THE FINRA INVESTOR EDUCATION FOUNDATION

FINRA, the Financial Industry Regulatory Authority, is the largest non-governmental regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity through effective and efficient regulation. FINRA registers and educates industry participants, examines securities firms, writes and enforces rules and federal securities laws, educates the investing public and provides trade reporting and other industry utilities. FINRA’s broad range of investor education information is distributed online (www.finra.org), in print, and through Investor Forums.

The FINRA Investor Education Foundation (www.finrafoundation.org) supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. Since its inception in December 2003, the foundation has approved \$46 million in financial education and investor protection initiatives through a combination of grants and targeted projects. Among these projects is *Generation Money: Improving the Financial Literacy of America’s Teens*, an initiative reaching millions of secondary school students through broadcast and Web-based media, as well as classroom material. *Generation Money* teaches and reinforces core financial literacy concepts, such as compound interest. The program is a partnership among the FINRA Foundation, the Consumer Federation of America and Channel One.

FIRST COMMAND EDUCATIONAL FOUNDATION

First Command Educational Foundation (FCEF) is a 501(c)(3) dedicated to promoting education as the foundation to a

productive society, providing scholarships and financial literacy programs. In 2008, FCEF addressed more than 75 community groups on topics of money management and awarded more than \$201,000 in scholarships to deserving students. The FCEF staff and volunteers provided financial instruction in classrooms, churches, employee groups, civic organizations, and community resource centers across the country, fulfilling a mission to deliver financial literacy education to a broader constituency.

FCEF provided more than 500 copies of *Personal Financial Literacy for High Schools*, a 12-module curriculum created by FCEF and approved by the Texas State Board of Education for Fort Worth high schools. FCEF partnered with the Economics and Career and Technology Education (CTE) departments of the Fort Worth Independent School District (ISD) to provide the core curriculum to 500 students in the Personal Finance Class. In addition to CTE, the curriculum is also used in the entire Fort Worth ISD as supplemental Economics curriculum for the 2008'09 school year, serving more than 10,000 Fort Worth students annually. Learn more at <http://www.FirstCommand.org>.

FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA, INC.

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the oldest and largest student business organization with a quarter million members and advisers in middle school, high school, and collegiate chapters worldwide. Through a partnership with Bank of America, the organization provided copies of the *Student Financial Handbook* to all FBLA-Middle Level advisers for use in their classrooms.

In conjunction with Knowledge Matters, a new Virtual Business Personal Finance challenge was started for FBLA (high school) members. Students have the opportunity to participate in two four-week sessions. FBLA students are also able to participate in a four-tier extensive Business Achievement Awards program that focuses on service, education, and progress. In 2008-09, activities were added to encompass accounting and budgeting skills. Each summer FBLA-PBL hosts National Leadership Conferences (NLCs) for nearly 10,000 high school and collegiate members. At the 2009 NLCs in Anaheim, California, FBLA students will have an opportunity to participate in a new Stock Market/Investment competitive event, and PBL (college) students will be able to participate in a new Personal/Financial Planning competitive event.

GREENPATH

In 2008, GreenPath counselors and staff worked to expand the agency's educational impact and reach more consumers, nationwide, with financial education. In all, GreenPath counselors conducted more than 500 public education sessions for 7,284 individuals. Additionally, GreenPath's persistent approach to youth education helped GreenPath reach 1,218 students (under the age of 22) through financial education sessions conducted in grade schools, high schools, community colleges, universities and for community groups. Diverse topics covered ranged from Budgeting to Credit, and from Saving to the Psychology of Spending.

In addition to these activities, GreenPath increased the reach of its core personal finance education program for high school students, "Banking Is." The program is a comprehensive, bank-sponsored, teacher-executed, financial literacy program for the classroom. In response to teachers' requests for implementation tools and student packages, GreenPath distributed more than 105,000 student learning kits in 2008. Gaining momentum annually, "Banking Is" has reached an estimated two million students since its inception, is now a financial literacy staple in use in classrooms in 44 states, and is provided to almost every high school in the state of Nevada.

GRIFFITH INSURANCE EDUCATION FOUNDATION

The Insurance Education Institute (IEI) has a strong history of providing resources to support classroom learning of risk management and insurance. The year 2008 brought new and exciting developments for the IEI, which has been a longtime member of the Jump\$art Coalition. A merger was finalized between the IEI and the Griffith Foundation for Insurance Education. The newly formed organization, the Griffith Insurance Education Foundation, is able to leverage resources to allow more support to go directly to the combined mission of promoting the teaching and study of risk management and insurance at all levels of academic pursuit, encouraging young people to enter the profession, and providing unbiased educational programs for public policymakers. With the IEI's history of working with high schools, and the Griffith Foundation's work with academics and policymakers, the organization looks forward to building on past success and helping to further financial literacy in America.

HSBC-NORTH AMERICA

HSBC – North America has a longstanding commitment to fostering financial capability through consumer education. While the majority of its materials are directed towards an adult audience, several of its programs focus on younger adults. 1) HSBC partners with the Society for Financial Education and Professional Development to provide the YourFutureCounts™ program, a series of credit management and personal financial management seminars to students at Historically Black Colleges and Universities (HBCUs). In the 2008 academic school year, more than 14,400 students were reached with these seminars on 71 of the 108 HBCUs; 2) HSBC supports a \$2.5 million, three-year signature program globally with Students In Free Enterprise (SIFE) to develop university and college students' understanding of the principles of financial education further, and encourage their work in this area with local communities. An estimated 1,400 students across North America and Canada were involved in the HSBC financial literacy grant program; 3) HSBC is a major sponsor of Chicago's annual Money Smart Week. During this event, more than 250 partners join the Federal Reserve Bank of Chicago for seven days of educational programs and fun activities for adults and young people. HSBC's commitment includes the sponsorship of the annual Money Smart Kid Essay Contest and a \$5,000 college scholarship awarded to Chicago's Money Smart Kid. The winner and five finalists also

received a laptop from HSBC; and, 4) HSBC is a sponsor of the Michigan Council on Economic Education's annual economic concept calendar for students in grades 1 through 8. The pictures in the calendar are twelve winning entries from the MCEE "A Pictures is Worth 1,000 Words" poster contest. Winners receive a \$50 savings bond and an award certificate following statewide judging by economic educators.

INCHARGE EDUCATION FOUNDATION

InCharge Education Foundation expanded its Personal Finance Education program that helps pull financially distressed consumers from the crushing jaws of bankruptcy. We began offering pre-filing bankruptcy counseling in 2008, making us one of a select group of providers offering both pre-filing counseling and pre-discharge debtor education courses online. We completed more than 75,000 combined bankruptcy counseling and debtor education sessions during the year.

InCharge and GMAC Financial Services co-sponsored a series of "SmartEdge" financial literacy courses designed to help people make more informed financial decisions. We conducted more than 50 financial education outreach workshops during 2008 with partners such as GMAC, the U.S. Department of Defense, Habitat for Humanity and several credit unions. Finally, InCharge was recognized as "Not-for-Profit Organization of the Year" for 2008 in an award presented by the Institute for Financial Literacy. Criteria for the award included ongoing support for the advancement of personal finance education, innovative approaches to programming, and analysis of measurable results in communities served.

INDEPENDENT COMMUNITY BANKERS OF AMERICA

The Independent Community Bankers of America (ICBA) and its member community banks are a tremendous resource for financial literacy. This year, ICBA further developed a financial literacy resource Web page for consumers, promoted consumer help tips and partnered with Visa and MasterCard to deliver expanded financial literacy programs. ICBA offered Visa's *Practical Money Skills for Life* and *whatsmyscore.org*, as well as MasterCard's *Peace of Mind* program to member community banks. In 2007, ICBA created the ICBA Award for Financial Literacy to recognize community banks' financial literacy efforts.

Each year, individual community banks draw on their natural affinity with the communities they serve to deliver financial literacy programs to children of all ages. ICBA member banks teamed with schools, community groups and local businesses to teach personal financial and budgeting skills, instruct entrepreneurs on how to start and manage small businesses and sponsor student-run in-school bank branches.

INSTITUTE FOR FINANCIAL LITERACY

The Institute for Financial Literacy continued to expand its services and programs throughout 2008. In 2008 the Center for Financial Certifications, a division of the Institute, introduced two new programs, the Certified Consumer Debt Specialist™ (CCDS)

and the Certified Consumer Receivables Counselor™ (CCRC). The Center for Consumer Financial Research, the Institute's research arm, released two papers in 2008; "Proposed Rebates in 2008: How Will Americans Spend Their Tax Rebate Checks?" and "2007 Annual Consumer Bankruptcy Demographics Report."

The 2008 Annual Conference on Financial Education was held in Atlanta, GA where opening remarks were presented by Ms. Bobbie McCrackin, V.P. of the Federal Reserve Bank of Atlanta and the keynote was given by Deputy Assistant Secretary for Financial Education, Dan Iannicola. Conference sponsors included American Century, Experian, Georgia Consortium for Personal Financial Literacy, Society of CPAs and Financial Planning Association of Georgia. The Excellence In Financial Literacy Education Awards™ (EIFLE™) were given for the second year during the conference. The Institute for Financial Literacy also continued to see growth in the direct delivery of financial education and counseling programs this past year and served more than 74,000 Americans in 2008.

IT'S A HABIT!

Sammy Says "Saving is a Great Habit!" to Students Around the World! Thanks to sponsors like the Air Force Aid Society, Citibank, Travis Air Force Basis Family Readiness Center, the Texas Credit Union League, Andrews Federal Credit Union, Northwest Federal Credit Union, Library of Congress Federal Credit Union, the Texas, Wisconsin, and Minnesota FCCLAs, United Way of Los Angeles, the Family Resource Center in Gorham, New Hampshire, the California Teachers Association, Creative Wealth International Bahamas, in 2008, Sammy was able to share his 'Saving is a great habit' message at more than 130 live appearance before 25,000 children and adults in six countries and 14 states. In '09 Sammy's goal is to get his books and music in 2nd and 3rd grade classrooms around the nation and continue to change children and family lives one dime and habit at a time!

JA WORLDWIDE

Junior Achievement's core purpose is to inspire and prepare young people to succeed in a global economy. In summer 2008, JA Worldwide released *JA Exploring Economics*™ a volunteer-led program designed to complement JA Economics™ or any high school economics curriculum. The new program consists of seven engaging sessions that reinforce such major economic themes as command vs. market economies; supply and demand; saving and investing; the role of government; money, inflation, and the CPI; and international trade. JA Worldwide appreciates the MetLife Foundation for sponsoring *JA Economics* and the development of *JA Exploring Economics*.

To provide current resources to educators that explain to students the current economic crisis, JA Worldwide commissioned experts to develop Critical Issues Papers for use in the classroom. Dale R. DeBoer, Ph.D., Department of Economics, CU-Colorado Springs, wrote the first of these papers, *Understanding the Financial Crisis: Origin and Impact*. Dr. Raymond Lambda, Professor of Economics at Penn State University, authored the second paper, *Understanding Stock Market Fluctuations: The Turmoil at the Heart*

of the *Capitalist System*. Both Critical Issues Papers are available for download at www.ja.org.

KNOWLEDGE MATTERS, INC.

In 2008, Knowledge Matters, Inc. released *Virtual Business—Personal Finance*, a personal finance curriculum that is built around a powerful visual computer simulation. While appearing to the students like a modern graphical video game, the simulation enables students to learn and practice all the key personal financial skills they'll need to succeed in life. Since its release, *Virtual Business—Personal Finance* is being used in nearly 800 schools in 45 states.

Throughout the year, Knowledge Matters combined efforts with one of its partners, Future Business Leaders of America, to provide a free online event for high school FBLA members. The event, called the Virtual Business Challenge Personal Finance Track, was launched in October. A competition version of the software is made available to participating chapters and FBLA members work in teams or individually to generate the highest net worth possible while focusing on the specific financial concepts chosen for them during each round. Competitors submit scores to the Knowledge Matters Web site and are able to see how they rank nationally and by state. Scholarship money is awarded to the top two nationally ranked teams from each round. Information about this event and the *Virtual Business—Personal Finance* software is available at www.KnowledgeMatters.com.

MONEY SAVVY GENERATION

In 2008, Money Savvy Generation led two training sessions at the fourth annual Illinois Jump\$tart Coalition teacher training event for 100 teachers from across the state. We also exhibited or presented at other Jump\$tart events in other states and at Financial Literacy Day on the Hill in Washington, D.C. In May we reached 10,000 Chicago Public School Children and 20,000 parents through our partnership with HSBC-North America during Money Smart Week. Susan Beacham, our CEO was the keynote speaker at the Money Smart Week Indiana kickoff breakfast.

We continued to expand the distribution of our Money Savvy Kid® Basic Personal Finance Curriculum and Money Savvy U® Intermediate Personal Finance Curriculum into elementary and middle schools across the nation. On the product side we expanded The Millionaire Kids Club™ book series, co-authored with New York Times best-selling author, Lynnette Khalfani with the third title, "Home Sweet Home."

NATIONAL EDUCATION ASSOCIATION

National Education Association (NEA) was one of the founding members of the Jump\$tart Coalition® and has remained active through 2008. In addition to Board of Directors participation, NEA supported the coalition in several ways. The Partnership for 21st Century Skills, of which NEA is a founding member and leader, developed a unified, collective vision for 21st century learning that includes financial, economic, business

and entrepreneurial literacy that leads to knowing how to make appropriate personal economic choices; understanding the role of the economy in society; and using entrepreneurial skills to enhance workplace productivity and career options.

The NEA Interactive Media Department promoted financial literacy partners by posting numerous articles and links to financial literacy curricula, games, awards and contests. NEA state affiliates in Virginia, Texas and Tennessee participated in the Jump\$tart state-based coalitions and plans are underway to encourage additional states to join. Through Jump\$tart, NEA connected with a retired NEA member who is the managing director of the Maryland Coalition for Financial Literacy and arranged for upcoming articles highlighting his work in *NEA Today* (circulation 2.9 active million) and *This Active Life* (circulation 280,000 retired members).

NATIONAL ENDOWMENT FOR FINANCIAL EDUCATION

The National Endowment for Financial Education® (NEFE®) youth programs, the High School Financial Planning Program® (HSFPP) and CashCourse, combined collaboration and program innovation this year to provide quality financial education to students. Through Indiana Teen\$ucceed, NEFE and several partners targeted Indiana to become a model state in the promotion of financial education by emphasizing the need in its high schools and training more than 300 teachers on the HSFPP. In other alliances, the NEFE-Junior Achievement partnership that started almost two years ago carries on helping students nationwide. During spring and fall 2008, NEFE joined several financial education organizations in publicizing the President's Advisory Council on Financial Literacy's National Financial Challenge to teachers who use the HSFPP. HSFPP teachers also enthusiastically used NEFE's new site, Spendster.org, to engage students in learning about personal needs and wants through user-generated videos, photos, and comments.

The college-age targeted CashCourse program continues to add many new features to benefit its enrolled schools. CashCourse now helps college students receive financial education through workshop materials for administrators to use with students; a budget wizard for students; redesign of the CashCourse sites; and easily-customizable marketing materials to help administrators spread the word about CashCourse. Check it out at www.CashCourse.org.

NATIONAL FOUNDATION FOR CREDIT COUNSELING

The National Foundation for Credit Counseling vision is to create a national culture of financial responsibility, and we made great progress in 2008. NFCC Member Agencies assisted more consumers than ever with more than three million people seeking financial education and counseling assistance in 2008. NFCC and its Member Agencies were very active in April during Financial Literacy Month. From the White House to local mayors, NFCC and its Members were recognized for their efforts in reaching out to millions of Americans to promote financial literacy. The NFCC's

2008 Be Money Wi\$e National Financial Literacy Poster Contest was a great success, touching thousands of students all across the country with a message of “Financial Responsibility Begins with Me.” The NFCC also hosted its first National Protect Your Identity Week in October, helping educate the public about the real threat of ID theft and how to protect against it. Finally, the NFCC online presence to promote financial literacy was at an all-time high with nearly three million visits to its message board on the MSN Money Web site and another 2.7 million visits to its Web sites including the consumer Web site DebtAdvice.org.

NATIONAL FOUNDATION FOR TEACHING ENTREPRENEURSHIP

The National Foundation for Teaching Entrepreneurship (NFTE) provides entrepreneurship education programs to young people from low-income communities. In fiscal year 2008, nearly 45,000 students in 21 states and 14 countries participated in our program, and we trained more than 800 new Certified Entrepreneurship Teachers. NFTE raised nearly \$20 million dollars to support our mission, thanks to our generous corporate and foundation partners including The Goldman Sachs Foundation; OppenheimerFunds, Inc.; and CA, Inc.

In partnership with Smith Barney, NFTE held its second annual national business plan competition, inviting more than 30 of our best students from across the country to compete for cash prizes to launch their businesses or further their educational goals. At our annual spring fundraising dinner we honored 36 students and 22 teachers from around the world for their hard work and dedication to entrepreneurship education. NFTE is looking forward to expanding our program in 2009 to provide even more students with quality entrepreneurship education.

NATIONAL THEATRE FOR CHILDREN

Since 2005, The National Theatre (NTC) for Children’s financial literacy programs have reached more than 325,000 middle and high school students in Arizona, California, Colorado, Delaware, Florida, Maryland, Minnesota, Nevada, New Jersey, New York, North Dakota, Ohio, Tennessee, Texas, Pennsylvania, Washington, and Wisconsin.

In September 2008, Lewis Mandell, Senior Fellow, Initiative on Financial Security, University of Washington and the Aspen Institute, executed a pre- and post-test evaluation on the impact of the NTC program called *Mad About Money* on the savings knowledge, attitudes and behavior of pre-high school students. A total of 1,279 students participated in both the pre- and post-tests and are included in the study. Of that number, 956 were in the test group and 323 were in the control group. Results show that “the intervention increased knowledge by more than 13 percent, which was highly significant.” Dr. Mandell will be presenting his findings in the spring.

NATIONAL URBAN ALLIANCE

During 2008, the NUA initiated the “NY Financial Literacy Forum” held in Albany, NY on March 27th. The Forum engaged

NY Assemblyman, State Senators, the NY Credit Union Foundation, Council of School Superintendents, Albany City Schools, the New York State United Teachers, and the U.S. Department of Treasury Office of Financial Education in a discussion about the urgent need for financial education in schools. The NUA also was instrumental in assisting a declaration that April is Financial Literacy Month in the State of New York.

During the NUA “Teaching For Intelligence” Conference nearly 2,400 enthusiastic teachers, administrators, and education professionals gathered at “The Egg” in the Center for the Performing Arts at Empire State Plaza to further the discussion for learning and methods to deliver state-of-the-art theory and practice to school communities and classrooms. The NUA proudly invited Dan Iannicola, Jr., Deputy Assistant Secretary for Financial Education at the US Department of Treasury to present “MyMoney.gov” and discuss the National Strategy. Throughout the year, the NUA has been developing a comprehensive financial education project that will further its core mission to provide ongoing professional development activities and implement effective ways to help teaching students learn the basics of personal finance, especially, in urban areas. Please visit: www.NUATC.org.

NORTH AMERICAN SECURITIES ADMINISTRATORS ASSOCIATION

The state and provincial securities regulators that comprise the North American Securities Administrators Association (NASAA) membership believe reaching young citizens with financial education at an early age helps them build a lifetime of good money management habits. The NASAA Investor Education Section, created in 1997, is a network of professionals from the NASAA membership responsible for developing, coordinating, delivering, and supporting financial education initiatives to improve financial literacy in their jurisdictions. The Section has five focus areas: Youth Outreach, Affinity and Military Outreach, Pre-Retiree Outreach, Senior Outreach, and Investor Education Research and Coordination.

The NASAA Youth Outreach group continues to promote its signature *FSI: Fraud Scene Investigator* program, an online investor education resource for teens. FSI teaches students how to detect and stop investment fraud by combining the interactive elements of an online game with a teacher-led curriculum grounded in investing and fraud prevention. In May 2008, NASAA presented *FSI* in cooperation with Newspapers in Education (NIE) to the Newspaper Association of America Foundation’s Young Reader’s Conference in Arizona. More than 900 Newspapers in Education representatives have partnered with NASAA in distributing *FSI* to schools. NASAA also launched education initiatives targeted to the members of the Sandwich Generation and Law Enforcement in 2008. Since November 2006, NASAA members have reached 324,391 investors through 2,369 presentations.

NOVADEBT

In 2008, Novadebt continued its mission to “provide financial education to the public...” Counselors provided seminars to

Section 8 housing residents in California and New Jersey. The Organization worked with the New Jersey Department of Labor in providing financial literacy workshops to unemployed participants of their One Stop Centers. Assisting the underserved community through monthly financial literacy workshops provided at social service agencies that administer substance abuse, physical abuse and community outreach programs was both beneficial to the participants and rewarding to staff.

The Novadebt financial literacy workshops are an integral part of the “Life Skills” programs at two transitional housing facilities in New Jersey. As a member of the New Jersey Coalition for Financial Education, Novadebt counselors led workshops at Coalition-sponsored events. The agency continued its involvement with the New Jersey Higher Education Student Assistance Authority, providing workshops at colleges throughout the state, covering money management, credit reports and student loan repayment. Participating in a “National Night Out” in Neptune, New Jersey during 2008 has led to a year-long commitment to provide workshops to their residents in 2009. Realizing the need of their own employees, Novadebt began to provide financial education workshops for creditors with whom it works.

OFFICE OF THE COMPTROLLER OF THE CURRENCY

The Office of the Comptroller of the Currency (OCC) has recognized the need for financial education geared toward youth audiences. The OCC has created and updated the Web site www.HelpWithMyBank.gov to provide answers to the most frequently asked questions by consumers about banking issues. The staff at OCC has been active participants in financial literacy events, such as: The Earned Income Tax Credit Day, National Consumer Protection Week, Financial Literacy Day on Capitol Hill, the ABA’s Teach our Children to Save Day and their upcoming “Teach our Children About Credit Day.” The OCC also maintains a financial literacy directory Web page that provides a description and link to a variety of financial literacy resources and opportunities for national bank partnerships <http://www.occ.treas.gov/cdd/finlitresdir.htm>

The OCC has a new project that will help promote financial literacy resources and events. The monthly “Financial Literacy Update” is an e-mail newsletter that provides information about upcoming financial literacy events, which are open to the public and focused on youth. It also summarizes efforts of various government agencies throughout the previous month in these areas. An OCC project on the horizon will involve a new financial literacy Web page, available at its public site at www.occ.gov.

OWEESTA

Oweesta expanded its products and services in 2008 to promote Native youth financial education opportunities by developing workshops on two levels: first, to encourage Native organizations to implement K-12 youth financial education, and second, to deliver direct financial education to Native youth leaders.

Also, with partners the Jump\$tart Coalition®, the University of South Dakota Government Research Bureau, and the Harvard Project on American Indian Economic Development, Oweesta

released *Deeping Our Understanding of the Financial Education of Native Youth* in October 2008. This report examined the financial skills of Native youth at high schools with large Native populations in New Mexico, South Dakota and Montana. Supported by a grant from the National Council on Economic Education and based on the Jump\$tart Survey of Personal Financial Literacy Among High School Students, the report found that Native students scored lower than non-Native students in all five financial literacy categories including income, money management, spending, savings and credit. The report, however, also recommended action steps, including placing culturally competent curricula in Native-serving schools, educating parents and school officials about the value of financial education, making strong linkages between financial education and Native students’ hopes and dreams, and increasing opportunities for Native youth to manage money and take responsibility for financial decisions. To download the report, go to www.oweesta.org/youthreport2008.

SNIGGLEZOO

The Money Mammals are here to help kids learn about financial literacy as early as possible. Through our educational video content and Saving Money Is Fun! Kids Club, we teach kids to “Share & Save & Spend Smart Too!” “The Money Mammals: Saving Money Is Fun” DVD has received the Dr. Toy 10 Best Socially Responsible Products award; a KIDS FIRST! Endorsement; a Family Choice Award; and the Film Advisory Board’s Award of Excellence. For more information, visit www.themoneymammals.com.

The Money Mammals Saving Money Is Fun! Kids Club program attracts parents and kids, encouraging them to open accounts that will start them on the right track towards a positive financial future. Rogue Federal Credit Union in Medford, Oregon has seen a 22 percent increase in membership in just the first half of 2008. Please contact us to learn more about the benefits of the program. You can also visit our Kids Club Web page at <http://themoneymammals.com/kidsclub.php>. Lastly, we are in the planning stages of our second annual “Meet The Money Mammals Tour,” which will take place across the U.S. in April—Financial Literacy Month. Call us to sign up for a stop in your area!

SOCIETY FOR FINANCIAL EDUCATION AND PROFESSIONAL DEVELOPMENT

The Society develops and presents face-to-face personal financial education seminars and workshops. One of the organization’s programs is directed to students of historically black colleges and universities (HBCUs) nationwide, to help them maximize their financial and professional growth. Furthermore, with the support of HSBC-North America, *YourFutureCounts* financial education seminars have been successfully presented to students over the last three years.

Additionally, SFEPD formed a partnership with GMAC Financial Services, under which SFEPD presented *SmartEdge* financial education seminars to individuals of various socio-economic levels in communities nationwide. The year 2008 was an exciting year for SFEPD. The organization held both its “10th

Anniversary Celebration and First Annual Financial Literacy Leadership Conference” on October 8. The Honorable Anna Escobedo Cabral, United States Treasurer, served as the keynote speaker for the event. The president and CEO of SFEPD, Mr. Theodore Daniels, was appointed to serve on the President’s Advisory Council on Financial Literacy. Lastly, SFEPD became a partner of the Financial Services Roundtable for Seventh Annual Community Service 2008 activities. Financial literacy was the focus of the Financial Services Roundtable’s Community Service activities of 2008.

STOCK MARKET GAME PROGRAM

The year 2008 marked another record year for the Stock Market Game (SMG) participation with more than 740,000 students engaged nationwide. SMG continued creating high quality curriculum reinforcing concepts in math, social studies, business, economics, language arts and introduced bonds as an investment option in the fall of 2008. The SMG continuing curriculum development goes hand-in-hand with our virtual online trading platform, which allows students to invest in stocks and mutual funds for 10-15 weeks, or for the whole school year. Working in teams, students create a hypothetical portfolio by doing their own research and make group decisions about their investments. As a culminating activity, SMG developed its innovative essay contest InvestWrite, which builds a bridge between classroom learning and the real world. InvestWrite complements The Stock Market Game’s learning experience and easily integrates across subjects throughout the curriculum. InvestWrite honored its Grand Champions this year with a \$10,000 scholarship and a visit to the New York Stock Exchange to ring the closing bell. To learn more, visit www.stockmarketgame.org and www.investwrite.info.

TOPICS EDUCATION

Quite a year—if 2008 didn’t convince people of the need for greater financial literacy, they will never be convinced! At Topics Education, we are proud that we played a role in fostering financial literacy and increasing advocacy for financial literacy. In 2008, building from the curriculum we previously developed for Citi’s Office of Financial Education, we adapted it for students in Canada (both English and French-speaking). Additionally, in conjunction with the OFE and the National Wildlife Federation, we integrated eco-friendly habits and lessons on sustainability into the financial education curriculum (print and online).

Just prior to and during Wachovia’s merger with Wells Fargo, Topics Education built Web interactives to engage and educate teens and college-age audiences. The interactives invite users to learn in ways that are familiar to them—using the functionality and the feel of social media Web sites. The interactives will debut in early 2009 on partner Web sites, as well as the Wachovia/Wells Fargo sites. Given the urgency of the need across the United States around personal financial literacy and the growing influence of our work and our voice, we launched TopicsFinancial.com on October 1st. The microsite showcases our depth of expertise in creating financial education outreach campaigns and resources for our corporate, not-for-profit, and government clients. Additionally, on

the advocacy front, Bruce Nofsinger, principal at Topics Education and leader of our financial education practice area, facilitated the New England Youth Financial Education Forum in Boston.

VISA INC.

A key component of Visa’s award-winning *Practical Money Skills for Life* (www.practicalmoneyskills.com) centers around an interactive money management computer game and curriculum called “Financial Football.” Now in its fourth season, this joint effort with the NFL saw a dramatic expansion in 2008. Twenty-three states have now endorsed and distributed the game to every public high school in those states. And, for the very first time, “Financial Football” was showcased at both the Democratic and Republican National Conventions in 2008. The Visa *What’s My Score* program has become a leading higher education consumer awareness program. The program guides college students through the ABC’s of a FICO credit score. In 2008, a financial literacy blog for the college audience was launched through this program, driving more than 100,000 unique visitors to www.whatsmyscore.org, up 61 percent from 2007.

In April 2008, Visa and the Federal Reserve Bank of Chicago co-sponsored the second annual Financial Literacy & Education Summit where Visa’s educational partner Jean Chatzky—a personal finance expert, award-winning journalist and best-selling author—moderated a roundtable discussion. U.S. Treasurer Anna Cabral, Navy Federal Credit Union President Vice Admiral Cutler Dawson and author and activist Chris Gardner were among the featured panelists. In the fourth quarter of 2008, Visa partnered with McDonald’s USA to reach 500,000 employees, of all ages with customized financial education. Lastly, a Practical Money Matters weekly personal finance column by Visa’s director of financial education, Jason Alderman, is now running in over 400 newspapers around the country.

WACHOVIA

As one has come to expect, Wachovia had yet another exceptional year in delivering its financial literacy program. By utilizing the three core curricula components—the Federal Deposit Insurance Corporation’s “Money Smart” and the bank’s eCommunities^{first}® and Extra CreditSM—Wachovia conducted more than 2,200 financial literacy classes and trained more than 32,000 participants, shattering its old record of over 26,000. Wachovia and The National Theatre for Children, Inc. (NTC) continued its successful “Mad About Money” tour in California. Nearly 400 performances were presented in more than 240 middle schools located in low- and moderate-income communities reaching nearly 116,000 students.

During the past year, Wachovia focused its energies on expanding its financial literacy program through several national partnerships and initiatives: 1) Inspired by a common goal to advance youth education, The Wachovia Foundation, NTC, and the National Council of La Raza entered into a three-pronged alliance to introduce the “Mad About Money” program to Las Vegas, Nevada and Phoenix, Arizona; and, 2) Launched Way2Save

SNAPSHOTS FROM 2008

seminars, which are designed to educate and motivate consumers about savings in collaboration with the Consumer Federation of America. With a year filled with success and milestones, Wachovia looks forward to a new year with great excitement. As part of the newly combined company of Wells Fargo and Wachovia, one can only expect to see bigger and better things to come in 2009.

WELLS FARGO

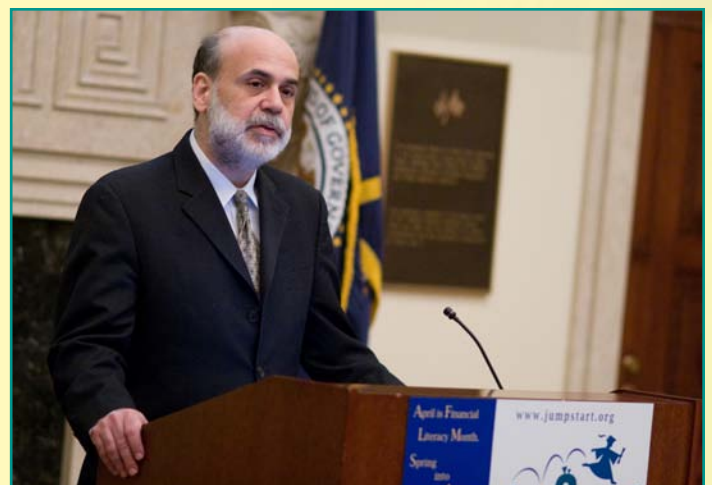
In 2008, Wells Fargo's Hands on Banking® program continued to experience significant increases in the number of teachers and not-for-profit instructors trained; online users; and school requests for Instructor Guides, in-service training, and CD-ROMS. In December 2008, the newly updated edition of *Hands on Banking* was launched. Version 4.0 features a new entry portal and all new content for young adults and adults. The Jump\$tart National K-12 Personal Finance Education Standards are incorporated into all new lessons and activities. Hands on Banking Version 4.0 has also been incorporated into *Stagecoach Island*—Wells Fargo's virtual world where users can practice financial skills in a fun and interactive online environment. www.stagecoachisland.com.

In December, Wells Fargo Foothills (a commercial lender to middle-market companies across the United States and Canada) made a financial contribution to Jump\$tart and then did more: the company sent a holiday e-card to its entire customer-base honoring the work of Jump\$tart, including a link to the Jump\$tart Web site. Wells Fargo Foundation was honored to be named to the Jump\$tart national board of directors in October, 2008. Pamela Erwin, Senior Vice President Wells Fargo Foundation will represent the company for this newly elected board position.

As we begin 2009, the newly combined company of Wells Fargo and Wachovia will bring together one team that is strongly focused on financial education for schools and communities nationwide.

YOUNG MONEY

In late 2008, Young Money launched a new financial literacy program. This is an opportunity for colleges, universities and employers to deliver a comprehensive, relevant and frequent financial literacy program to their students and young adult employees in a high quality print, digital and interactive platform. Partner schools and employers receive *Young Money* magazine (two print issues and two digital issues per year), monthly "Money Tips" and two annual Webinars. Young Money also provides assistance evaluating and measuring the effectiveness of the program among their students and employees.



(From top to bottom) Randy Lively, Jump\$tart Coalition chairman, retired in October of 2008; HSBC-North America table at the 2008 Jump\$tart Annual Awards Dinner includes Loretta Abrams (seated left), a member of the Jump\$tart Board of Directors; Federal Reserve Chairman Ben Bernanke speaks at the press conference announcing the Jump\$tart survey results.