

The logo features a blue silhouette of a graduate in a cap and gown, holding a diploma, positioned above a large teal dollar sign. Three blue curved lines arch over the dollar sign, suggesting motion or celebration. The text "JUMP \$TART!" is written in a bold, teal, sans-serif font, with the dollar sign integrated into the word "START".

JUMP \$TART!

FINANCIAL SMARTS FOR STUDENTS

Jump\$tart Coalition for Personal Financial Literacy

An independent, non-profit coalition of more than 150 national organizations and entities.

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

www.jumpstart.org



Mission

Jump\$tart is a national coalition of organizations dedicated to improving the financial literacy of kindergarten through college-age youth by providing advocacy, research, standards and educational resources. Jump\$tart strives to prepare youth for life-long successful financial decision-making.

Vision

Personal finance is included in the education of all students. Jump\$tart provides the collaboration needed to ensure this education.

Unique Proposition

Jump\$tart is a coalition of organizations, which share a commitment to the financial education of youth. Working collaboratively, more resources and expertise are available to accomplish this task.

www.jumpstart.org



Jump\$tart National Initiatives

- National K-12 Financial Education Standards
- National Survey of Financial Literacy among Students
- Online Clearinghouse of Financial Education Resources
- Original Promoter of Financial Literacy Month
- Financial Literacy Day on Capitol Hill
- National Educator Conference
- Financial Education Requirements Map

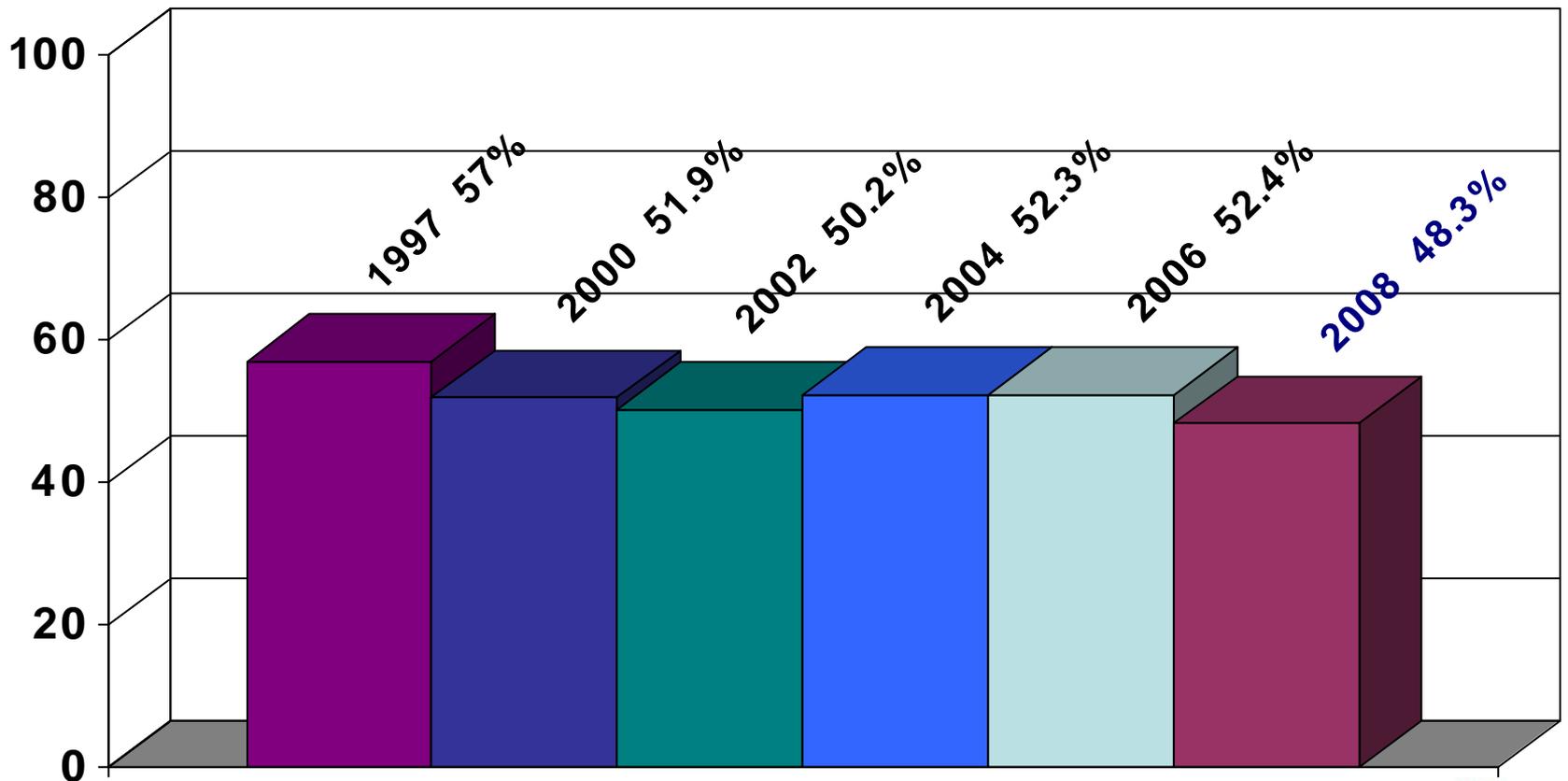
Jump\$Start
National Survey
Of
High School Students

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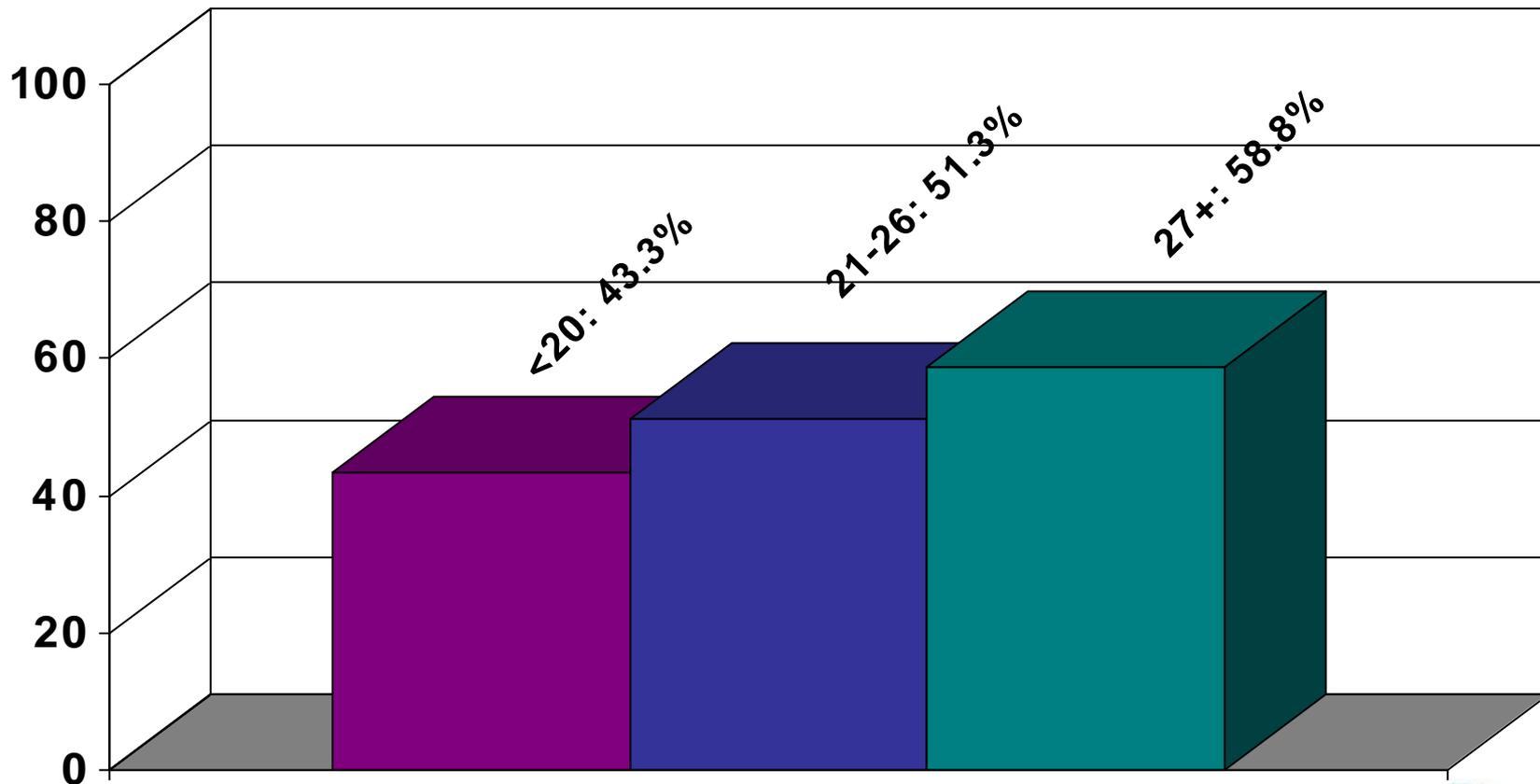
2008 Personal Financial Literacy Survey

High School Performance Trends



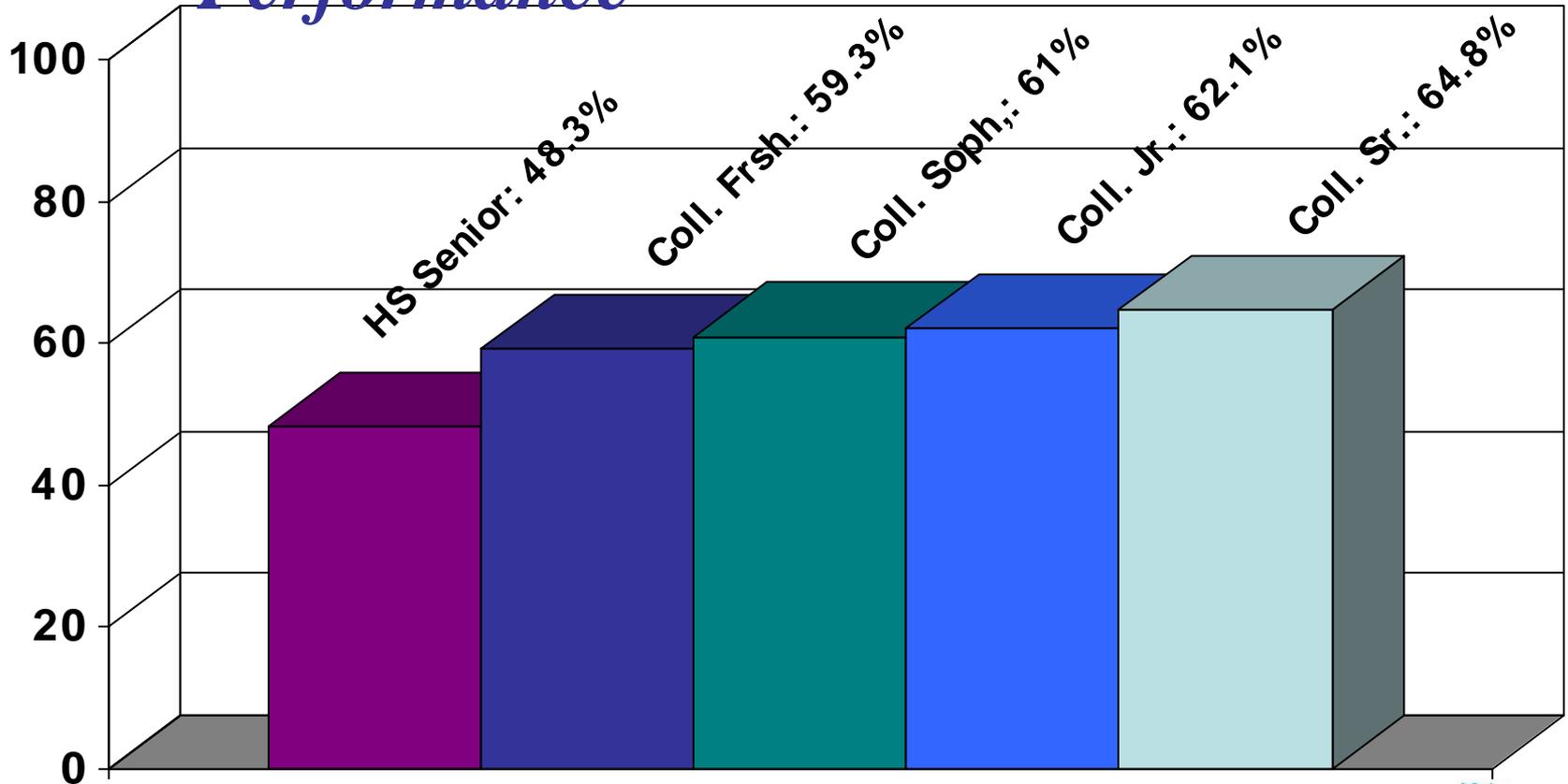
2008 Personal Financial Literacy Survey

HS Performance by ACT Score



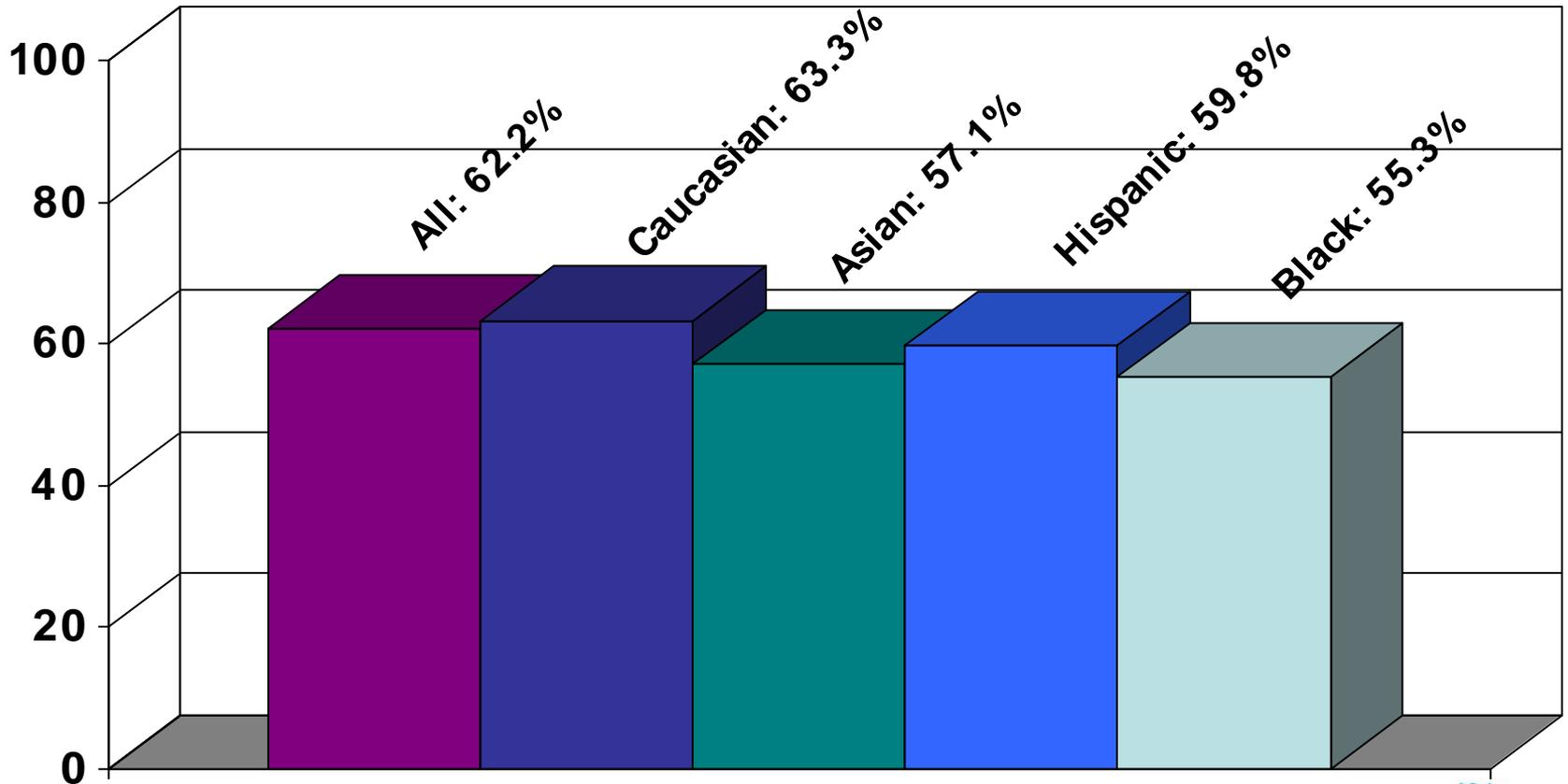
2008 Personal Financial Literacy Survey

High School and College Performance



2008 Personal Financial Literacy Survey

College Performance by Ethnic Group



2008 Personal Financial Literacy Survey

Summary

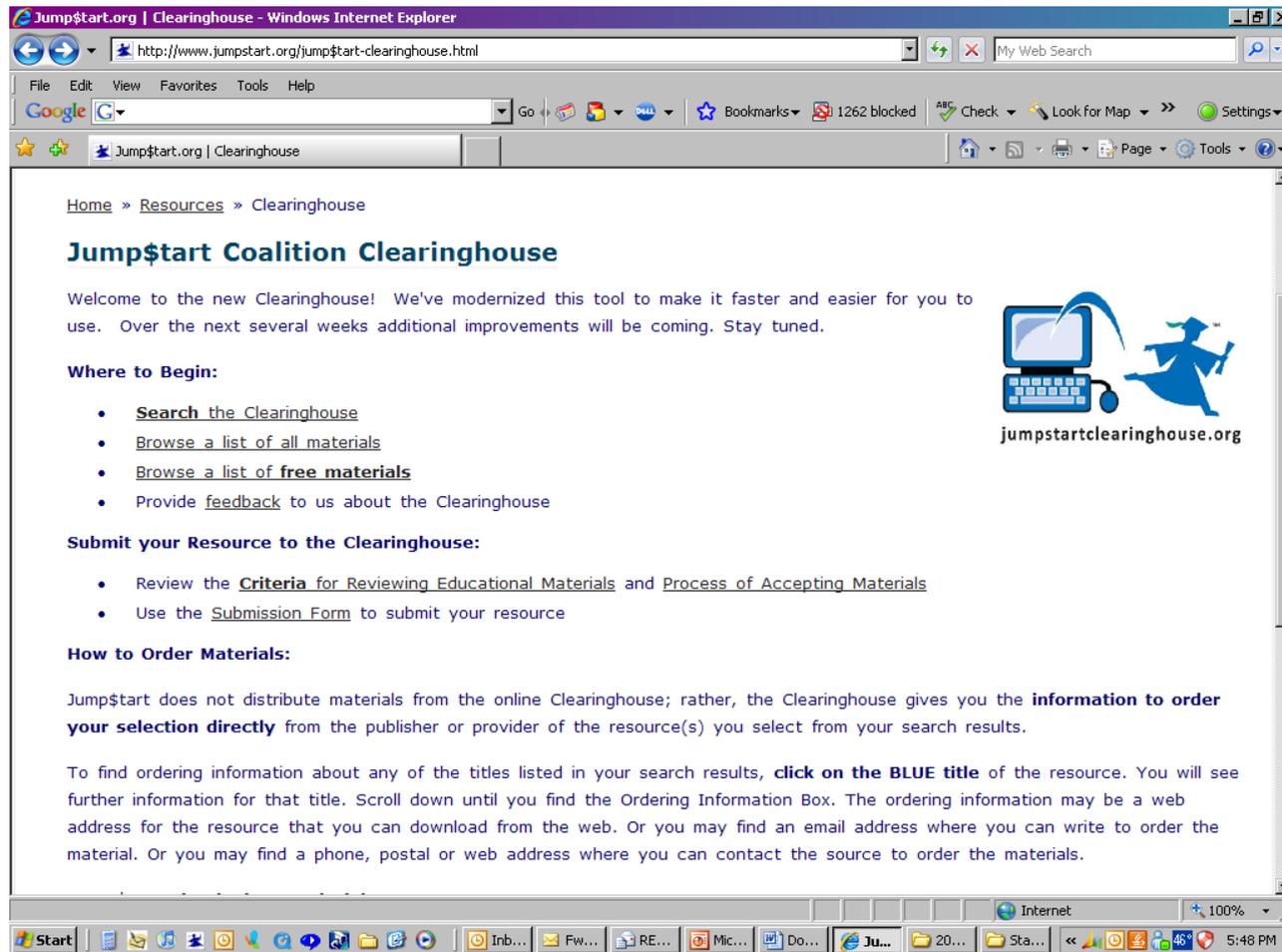
- **Financial literacy scores of high school seniors have fallen. This may be due in part to unusual economic events.**
- **College students are much more financially literate than high school seniors and literacy increases with more years of education.**
- **Financial literacy relates much more strongly to academic qualifications and achievement than to courses in financial management.**
- **Differences in financial literacy by race and income show significant inequality, suggesting the need to consider alternative approaches.**

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Jump\$tart National Initiatives

jumpstartclearinghouse.org



➤ **Upgraded
in 2010**

➤ **Nearly 800
Resources**

➤ **Many free**

➤ **Reviewed
against
standards**

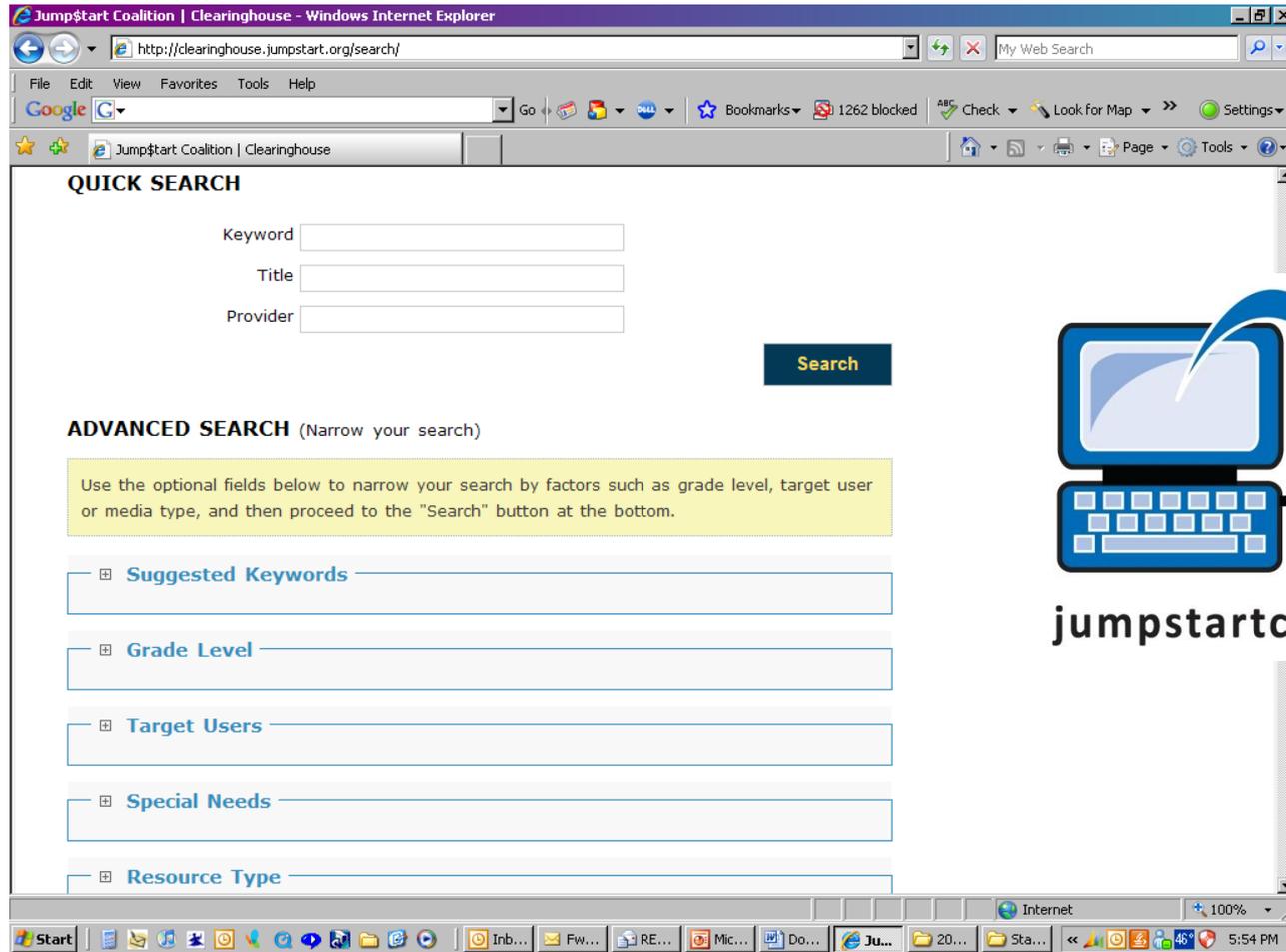
➤ **Updated
annually**

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Jump\$tart National Initiatives

jumpstartclearinghouse.org



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What should a financially literate high school graduate know?

- Find, evaluate and apply financial information.
- Set financial goals and plan to achieve them.
- Develop earning potential and the ability to save.
- Use financial services effectively.
- Meet financial obligations.
- Build and protect wealth.

State Coalitions Profile

- All-volunteer, grassroots organizations
- Bonded by common passion and belief
- Enjoy working together for singular purpose without competition

**ALWAYS
REMEMBER, IT IS
ABOUT THE KIDS**

www.jumpstart.org



QUESTIONS?

www.jumpstart.org



Jump\$tart National Overview

By Bill Cheeks

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Regional Director

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