



**MONEY MATTERS™ FINANCIAL LITERACY PROGRAM:** For many youth, especially those facing harsher economic situations, the belief that the only way to get ahead or rise above their circumstances is to either make it as a Professional Athlete, become a famous singer/rapper, win the lottery or participate in illegal activities such as, dealing drugs.

Increase self-esteem in youth and provide them with the tools and information necessary to becoming more productive and positive members in society. Increase the “options” youth have for becoming productive and being productive members of our community, by offering instruction on financial literacy.

In this economy; we have learned that understanding personal finances is not something we need to ‘think’ about right now; rather, it’s something we should have been teaching young people for years.

MONEY MATTERS has been tested for ten years, starting in 1999 with 15 severely at-risk youth from Madisonville. Since that date we have provided our unique style of teaching financial literacy that is specifically designed to reach the hardest population.

MONEY MATTERS has enjoyed the support and recommendations from Professional athletes, Principal’s, Counselor’s, and many more.

Today’s teens live in a world of fear, uncertainty, and alienation. Everyone should be concerned about the high number of youth who are at risk in our nation.

- Fifteen to 20 percent of our youth have some form of learning disability that causes significant difficulty in listening, speaking, reading, writing, reasoning or mathematical ability, and affects their success in school, family life, friendships, and daily routines. (National Institute of Health)
- Over 8 to 100 young people ages 16-24 are high school drop outs. The unemployment rate for youth ages 16-24 is 10.3 percent for young men, 9.9 percent for young women, 8.1 percent for white youth, and 21.9 percent for black youth

- America is considered the richest nation in the world, but 20 to 25 percent of our youth under the age of 18 live in poverty.
- Current teen pregnancy studies indicate that 1 out of 20 young women ages 15-19 will have a baby this year. (National Vital Statistics Reports)

### **Financial literacy education:**

- Only 21 percent of students between the ages of 16 and 22 say they have taken a personal finance course through school.
- Ninety-four percent of youth cite their parents as primary source of financial education.
- Thirty percent of youth report that their parents rarely or never discuss saving and investing with them. Forty-seven percent say their parents rarely or never discuss household budgeting with them
- Sixty-one percent of parents say that parents and schools should share the responsibility for teaching children about financial education. (*Parents, Youth and Money Survey, 2001*)
- Research has shown that as little as 10 hours of personal financial education positively affects students spending and savings habits.

### **Young Adults/College Age and Beyond**

- Young adults between 20 and 24 represent the fastest growing segment of bankruptcy filings; in fact, more people will file for bankruptcy in 2004 than will graduate from college.
- The average credit card debt among graduate students who carry cards is \$7,831 per student, an increase of 59% over 1998's average debt of \$4,925.
- Consistent with 1998 and up from 2000, graduate students carry an average of six cards each, and 96% of all graduate students carry credit cards.
- Credit card debt among young adults between the ages of 25 and 34 has increased 55%, while credit card debt among the youngest adults, between 18 and 24, has skyrocketed 104% since 1982.
- Americans aged 25-34 have the second highest rate of bankruptcy (just after those aged 35 to 44). The bankruptcy rate among 25-34 year olds increased between 1991 and 2001, indicating the GenXers were more likely to file bankruptcy than were young baby Boomers at the same age.
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## **MONEY MATTERS™ Financial Planning Program Evaluation 2008-2009:**

- 86% of participants demonstrate an increase in financial knowledge or behavior when dealing with money.
- Specific changes reported:
  - 95% of students began tracking their expenses
  - 97% compared prices when shopping
  - 91% began using a spending plan or budget
  - 80% repaid their debts
  - 96% wrote down money management goals
  - 100% understood the cost of buying on credit
  - 89% improved their knowledge of investments
  - 100% reported believing how they managed their money would affect their future
  - 100% reported increased self-confidence in making decisions about money

Three months after participating in the program:

- 98% improved their spending habits
- 96% improved their savings habits
- 99% identified starting a savings account as the most important impact of the program on them.

## **ENTREPRENEURSHIP TRAINING DOES THE FOLLOWING:**

- Improves school attendance rates.
- Enhances interest in school and learning.
- Improves graduation rates.
- Prepares students for college and careers
- Makes school lessons more relevant.
- Educates students for the workplace of the future.
- Improves employment rates after graduation.
- Improves earnings of young people.