



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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### **Jump\$start Coalition for Personal Financial Literacy Marks 20 Years Today**

**WASHINGTON, Dec. 1** ... In 1995, the Internet was but an infant – as was the Jump\$start Coalition for Personal Financial Literacy, which today marks 20 years since then Chairman of Ford Motor Credit Bill Odom and then CEO of the American Financial Services Association Randy Lively decided to address the need for financial education.

Odom and Lively were particularly concerned for young consumers, who at the time, were struggling to manage credit effectively and were getting in over their heads. They also were determined to address the need for financial education collaboratively – bringing together resources and expertise from many sectors of business, education and government – and to include all aspects of personal finance, not just credit.

“For 20 years, Jump\$start partners – including some unlikely collaborators – have put their differences aside to work together to advance financial literacy,” said Laura Levine, president and CEO of the national Jump\$start Coalition. “Our founding organizations understood the bigger picture; that by working together – rather than as individuals – they could make a difference in creating a nation of financially literate youth through their collective programs and initiatives.”

From the 15 original organizations, Jump\$start has grown to nearly 150 partners and a network of 51 state coalitions. Jump\$start was the original promoter of April as Financial Literacy Month, after taking over Financial Literacy Day from its partner the National Endowment for Financial Education. From 1998 to 2008, Jump\$start published its biennial survey of high school seniors—one of the first assessments of financial literacy among youth.

## **Clearinghouse**

One of Jump\$start's first undertakings was the creation of an online Clearinghouse, to help partners reach the educator audience and help teachers, parents, caregivers and others find reliable financial education resources. The Clearinghouse, which recently debuted a new look, updated technology, and more stringent listing requirements, houses nearly 900 resources – many of which are free.

## **National Standards**

Criteria for listing in the Clearinghouse is based on the [\*National Standards in K-12 Personal Finance Education\*](#), first published by Jump\$start in 1998. The fourth edition of the National Standards, published in 2015 delineate the personal finance knowledge and ability that young people should acquire from their kindergarten through 12th grade school years (K-12) to emerge as independent adult consumers, fully prepared to make wise financial decisions for a lifetime of economic well-being.

## **National Educator Conference**

If the impact of the Internet was not yet clear back in 1995, things like apps and social media weren't even a dream. In fact, we hadn't fully begun to realize the role technology would play in the National Educator Conference when we first introduced the event in 2009; but by 2015, technology was front and center.

This year, 282 teachers from 44 states, Canada and New Zealand were the first to try out our new conference app, which enabled users to carry a link to the conference schedule, list of exhibitors, teacher resources and more—all on their own smart phones.

“As much as we’ve enjoyed introducing new technology into our support for teachers, we recognize that most of the real magic still happens in the classroom,” said Levine.

Teachers who attended the 2015 Jump\$tart National Educator Conference reported that collectively they will reach 41,077 students in a single school year. Since most of our attendees will go on to teach for years to come, the impact of this conference is exponential.

### **Teacher Training Alliance**

Teacher training was among the original 10 goals established by Jump\$tart’s founders and in recent years, Jump\$tart has redoubled its efforts to train and support classroom teachers, with initiatives such as the [Jump\\$tart Teacher Training Alliance’s](#) Financial Foundations for Educators model, which ensures consistency and rigor in teacher training programs across the country.

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**About Jump\$tart:** The Jump\$tart Coalition is a Washington, DC-based not-for-profit organization that seeks to improve the personal financial literacy of students in pre-kindergarten through college. It is a coalition of nearly 150 national organizations and a network of 51 affiliated state coalitions, which work individually, and collectively, to conduct and support financial education. For more information about the Jump\$tart Coalition, go to [www.jumpstart.org](http://www.jumpstart.org) or follow us on Twitter @NatlJumpstart.