



Financial Literacy Fact Sheet



Visa's Mission

For 20 years, Visa has been a private sector leader in developing innovative, free programs that help people effectively learn the fundamentals of personal finance, including budgeting, saving, responsible spending and the wise use of credit.

About Visa's Financial Literacy Programs

- First program launched in the U.S. in 1995; expanded globally in 1996
- Visa's flagship financial literacy initiative, Practical Money Skills for Life, is a free program to help parents, teachers, students and consumers of all ages learn the essentials of personal financial management
- Localized in more than 30 countries
- Program websites receive 100,000 unique visitors each month
- Nearly 200,000 social media followers
- More than 375,000 hard copies of free materials have been distributed to parents, teachers and consumers
- Surpassed the pledge made at the Clinton Global Initiative Conference to reach 20 million people worldwide with financial education by 2013; to date, more than 30 million people have been reached
- Financial Literacy Summit co-hosted with the Federal Reserve Bank of Chicago each year; the ninth annual Summit, themed "Improving Millennials' Financial Literacy with Mobile Technology," will be held on April 15, 2015
- Practical Money Center website launched in 2013 to provide Visa employees with financial literacy resources and tools to enhance their personal finance skills
- Practical Money Matters weekly column provides expert personal finance tips carried in 500 newspapers and the Huffington Post
- Innovative efforts have earned coverage from major media outlets including CNN, The Financial Times, The New York Times, Time, USA Today and The Washington Post

Classroom Curriculum

Practical Money Skills provides educators with comprehensive classroom curriculum, complete with teacher's guides, lesson plans and student activities:

- **Pre-K – Grade 2:** Introduction to money basics and budgeting
- **Grades 3-6:** Lays a foundation for smart money management by introducing allowances, budgeting, responsible spending, saving, investing and comparison shopping
- **Grades 7-8:** Preparation for money management skills students will learn in high school; lessons include budgeting, buying a home, banking, credit, loans, saving, investing and consumer privacy
- **Grades 9-12:** Activities and projects relating to financial goals, saving for college, career planning, credit, identity theft, budgeting, saving, banking, income, debt and investing to help students succeed in life after college
- **College:** The What's My Score program teaches about credit scores, living alone and the skills required to meet a lifetime of financial challenges
- **Special Needs:** Customizable lessons approved by the Council for Exceptional Children about budgeting, making money, shopping wisely, banking, credit, loans, saving and investing



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Financial Literacy Games

To supplement the classroom curriculum, Practical Money Skills utilizes edutainment through fun educational video games that engage students in their financial futures.

- **Financial Football:** An NFL–themed educational video game; since 2006, 45 state governments and the District of Columbia have endorsed and distributed the game to all of their public middle and high school – nearly 30,000 schools — and has been played online more than 1.6 million times
- **Financial Soccer:** A FIFA World Cup–themed educational video game that harnesses the popularity of the world’s most popular sport; *Financial Soccer* has been released in 41 countries, translated into 15 languages and played more than 5 million times
- **Road Trip to Savings:** A online game that takes players on a budgeting road trip
- **Peter Pig’s Money Counter:** Teaches young students to identify and count coins
- **Money Metropolis:** Helps kids learn about earning, budgeting and saving
- **Cash Puzzler:** Educates kids to identify different bills and learn fun facts about money
- **Ed’s Bank:** Allows young students to help Ed save money
- **Countdown to Retirement:** Helps students make virtual financial decisions that will affect how much is saved for retirement

Financial Literacy Materials

Practical Money Skills offers free top-quality, flexible, and easily accessible financial literacy materials, including:

- **Avengers: Saving the Day:** A one-of-a-kind action-packed comic book and instruction guide created by Visa and Marvel that combines Marvel’s iconic superheroes with Visa’s financial literacy expertise to teach kids about budgeting and saving; distributed in 10 countries around the world and available in 8 languages
- **Educational guides:** Complete coverage of personal finance basics, from mobile banking to credit history for all ages
- **Mobile Apps:** Tooth Fairy Calculator, Plan’it Prom, *Financial Football* and Peter Pig’s Money Counter help people manage finances on the go

For More Information

For more information: info@practicalmoneyskills.com