



A Quarterly Newsletter to keep interested parties updated on projects and Initiatives of the Florida Jump\$tart Coalition For Personal Financial Literacy. Please forward this to anyone you feel would be interested in learning more about the Florida Jump\$tart Coalition For Personal Financial Literacy

Florida Jump\$tart's Newsletter: First Quarter 2007—2008

PRESIDENT'S MESSAGE

With the collective efforts of Florida Jump\$tart Coalition Board Members and our Community Partners, 2006 was an exceptional year in Florida. We are so proud of our member base and website resources. In early 2007, we visited with state leaders to formulate a plan and to exchange ideas and goals. Special thanks to Bill Cheeks for his support. We appreciate the UPS grant awarded for us in December of 2006 to assist us as we continue our work in Florida.



April is Financial Literacy Month in the nation! There are so many wonderful events, meetings and conferences that have taken place already in 2007, but especially in April. There are conferences and competitions all over Florida which include a Financial Education component, many of which Florida Jump\$tart will be participating in. So many of our members have specific events they are either hosting or sponsoring for students. We can post those on our website to provide public awareness and as a community service. Please contact me with any questions. Our website also offers a list of programs under the "Links" tab and our "Clearinghouse" Tab. We have an Educator Feedback section and a Student Questionnaire section, as well as an interactive award winning game called "Grab Todd's Cash", hosted by Incharge Education Foundation.

Bankers are promoting saving and teaching kids on Teach Children to Save Day, April 24, 2007. CPAs are answering questions for 24 hours on Financial Fitness Day, April 20, 2007. The University of Central Florida is launching its Pegasus Parent Audit Seminar on Personal Finance on their website for students and parents to access as needed. The Florida Department of Education has announced April as Financial Literacy Month to educators and partners. The newly formed agency of the Florida Department of Financial Services, the Office of Financial Regulations, is working to prevent financial fraud and recognizes that the teaching of financial education as one of the ways to do us. After participating in a conference with representatives from the Disability Community, The Asset Building Taskforce was formed to identify ways that students with disabilities can obtain personal finance information for their needs. The Florida Jump\$tart Coalition is honored to be working with and a partner of these community efforts, as well as many others planned for 2007 later on this year.

Our Board has put together a strategy for the 2007-2008 year. We welcome and encourage partnering opportunities for events to host or sponsor in an effort to promote personal financial education for our youth. Let us know if you are interested in working on committees, putting together financial education events, identifying an audience for workshops at a specific school or group, and to do presentations around the state. Some of our committees are ongoing and other efforts for specific events are as identified and organized. We could use volunteers to help our outreach to more teachers, students and parents for personal finance.

We welcome your input and volunteerism in these categories to promote our mutual mission statewide: measurable goals, branding efforts, contest ideas on personal finance, high school surveys, participation in events, funding opportunities and identifying audiences for organizing train the trainer workshops and other methods of getting the information out to students. *Get involved!* Please contact me or any of our Board Members. Our email address is listing on our website: www.fljumpstart.org under the "About Us" tab and then clicking on Partners.

Warm Regards,

*Rosanna
Rosanna Jacobsen, President*

INSIDE THIS ISSUE:

Welcome New Partners	2
Financial Education Activity	2 & 3
News & Events	4 & 5

FLORIDA



Florida Jump\$tart Coalition for Personal Financial Literacy

www.fljumpstart.org

WELCOME NEW PARTNERS



Consumer Jungle

103 Palouse St., Wenatchee, WA 98801

Contact: Nicole Schmauder, Executive Director

Phone: 509-663-3685 or 1-866-282-4652

Email: nicole@consumerjungle.org

FINANCIAL EDUCATION ACTIVITY

FLORIDA JUMP\$TART COALITION AND ITS PARTNERS WORK WITH EDUCATORS AND STUDENTS TO PROMOTE PERSONAL FINANCIAL EDUCATION:

Colonial Bank and National Teach Children to Save Day on April 24, 2007: Colonial Bank, N.A., Florida West Coast: 800 students in attendants at event that was coordinated and in participation with a school in Pinellas County for the Teach Children to Save Day.

Board Meeting Hosted by Colonial Bank, N.A. on March 30, 2007: *Florida Jump\$tart Board Members*

Open Meeting with Community Partners: *Hosted by Colonial Bank, N.A. on March 30, 2007: Lunch sponsored by Florida Credit Union League*

FAFCS Conference in Orlando on March 23, 2007: *Was a presenter at this statewide conference for educators of the Family and Consumer Science Services. The class was on "Making a Case for Financial Literacy in the 21st Century". There was a great deal of interest and many questions from educators in attendance relating to their students and use of the clearinghouse resources on www.fljumpstart.org.*

ACPA/NASPA Joint Meeting in Orlando on March 31-April 4, 2007: *In partnership with UCF, Florida Jump\$tart Coalition and the Florida Council on Compulsive Gambling at this national event of 6,000 educators, a roundtable discussion was conducted and presented by these partners. Brochures were made available to the participants from around the country. Discussions included issues with credit cards, saving, budgeting, compulsive gambling with credit cards and how UCF is taking a proactive approach at their campus to bring awareness for financial education.*

Future Business Leaders national Competition in Orlando on April 13, 2007: *Florida Jump\$tart Coalition President serves as Judge for a national competition on consumer science and personal finance skills of high school students*



FINANCIAL EDUCATION ACTIVITY



Life Smarts Event: National Judging in Orlando April 23, 2007: *President of Florida Jump\$tart Coalition invited again this year to judge a state competition on consumer science and personal finance skills of high school students sponsored by the Florida Dept of Agriculture and Consumer Sciences.*

Florida Council on Compulsive Gambling in Jacksonville on May 5, 2007: *FCCG and Florida Jump\$tart Coalition presenting at this conference on making a case for financial literacy in the 21st Century.*

UCF Pegasus Parent Audio Seminar on March 19, 2007: *Congratulations to UCF for their new Parent Audio Seminar on the UCF Website under Pegasus Parent Resource Parents and Students can access these audio tapes and downloadable materials for free. Florida Jump\$tart Coalition participated in this proactive project, along with many other community partners.*

FDIC will be conducting a Money Smart train-the-trainer workshop on May 1, 2007 (being hosted by the Palm Beach County Literacy Coalition at the North Regional/BCC Public Library, 1100 Coconut Creek Blvd., Coconut Creek, FL, 33066 (room 226).

Attention Teachers!

ING DIRECT is offering \$100,000 in grants to teachers through the Planet Orange Financial Literacy Awards. Open to K-8th grade teachers, the program challenges educators to advance their students' knowledge of personal finance and money management. To apply, teachers must complete an online application and write an essay explaining their proposal and the resources requested. Teachers can request grants between \$200 and \$1,000. Application deadline is April 20, 2007.

Winners to be announced May 2007. Visit www.orangekids.com/awards.

Enjoy writing? Enter the Adventures in Saving (www.adventuresinsaving.com) book-writing contest! People of all ages are invited to write a fictional children's story that teaches a basic lesson about responsible money management. One winner per age group (6-12; 13-19; and 20+) will receive a \$1,000 Orange Savings Account from ING DIRECT and get his/her book illustrated and published. Deadline to apply is June 30, 2007. Winners to be announced in August 2007.



Stay tuned for MORE FLDOE events scheduled in July and October of 2007 with: FBTEA, FACTE, and FCSS.

NEWS & EVENTS



Events Scheduled for 2007:

- January 5-11, 2007—Annual Conference of Universities
- January 6, 2007—Annual Conference of Universities, Hawaii
- January 17, 2007—CCCS of Palm Beach County and The Treasure Coast of Florida
- February 7, 2007—FDIC Money Smart for Military
- February 28, 2007 Tampa Bay Saves Financial Fair
- March 3, 2007 FDIC Financial Fair, Mary Esther, Florida
- March 23, 2007 FAFCS Conference Orlando
- **April 2007 is Financial Literacy Month!**
- April 3, 2007—ACPA/NASPA Joint Meeting Roundtable Program
- April 13, 2007 Florida Business Leaders Conference
- April 23, 2007—Dept. of Agriculture National Life Smarts Event in Orlando, FL
- April 24, 2007 Colonial Bank and National Teach Children to Save Day
- April 24, 2007 Teach Children to Save Day is Tuesday
- April 25-28 2007 The Money Camp
- May 1, 2007 FDIC Money Smart in Palm Beach, FL
- July 30-31, 2007 FACTE Conference, Jacksonville, FL
- October 18-19, 2007 FBTEA—Melbourne, FL
- October 10-13, 2007, 50th annual FCSS Conference



Children's Capitol for a Day Rally

The Florida Institute of CPAs recently participated in the annual Children's Capitol for a Day Rally held at the Capitol Courtyard in Tallahassee on March 27 in celebration of Florida's Children's Week. Staff planned several children's activities designed to promote the Feed the Pig savings campaign.

Children of all ages, from preschool to high school were in attendance. The younger children enjoyed piggy bank coloring sheets and word searches. The high school students and

young adults got very competitive with the piggy bank toss, where they tossed money bean bags into a life-sized piggy bank to earn interest... the return on their bean bag investment? Chocolate coins!

For the parents and chaperones, we promoted Florida's upcoming Financial Fitness Friday on April 20. On this day, Florida residents will be able to "ask an expert" free of charge by calling the **FICPA Financial Fitness Hotline** at 1-800-342-3197, Ext. 554, or posting a question on the **FICPA Web site** at www.ficpa.org. CPA volunteers will take calls and respond to questions from 9 a.m. until 5 p.m. We encouraged parents, young adults, and adults of all ages to call in for advice regarding setting up retirement funds, family budgeting, college funds, purchasing a home and more.

Children and adults alike enjoyed the piggy bank toss. And, for the promise of saving just a few dollars from their next paycheck or birthday money, everybody earned a gold coin!

MORE NEWS & EVENTS

FDIC participated as an exhibitor in the financial fair described below and distributed information on Money Smart program and how to order CDs. Florida Jumpstart Coalition brochures were also distributed to provide FJC information to the public.

America Saves Week / Okaloosa Saves Financial Fair, Santa Rosa Mall, Mary Esther, Florida on March 3, 2007.

1. **Overall concept:** On Saturday, March 3, 2007, from 10:00 a.m. to 2:00 p.m., we are stepping into spring with the First Annual Okaloosa \$aves Financial Fair. This event will assist the local community in making the first step to financial wellness and will conclude the America \$aves Week.
2. The event is expected to draw **several hundred members of the community**, including military members, retirees and their families. We are anticipating the participation of local businesses through the donation of door prizes; to include Savings Bonds as well as items donated by the exhibitors. The drawing will be held at 1:30 p.m.
3. The fair will take place at the **Santa Rosa Mall** in Mary Esther, FL, and the exhibitor area will be set up the center of the mall, adjacent to the Food Court.
4. Agenda:
 - 9:00 a.m.-----Exhibitor set-up
 - 10:00 a.m.----- Financial Fair begins
 - breaks-----as needed
 - 2:00 p.m.-----Financial Fair concludes

University of Central Florida: A UCF Director and Florida Jump\$tart Board Member, Laine Powell, was joined by Dr. Maribeth Ehasz, a UCF Vice President of Student Development, to accept the Florida Jump\$tart Community Service Excellence Award presented by Rosanna Jacobsen, president of Florida Jump\$tart.

UCF has made great outreach efforts in a proactive way by forming a Financial Literacy Task Force to identify student money issues in campus life and is working with community leaders to provide more information to students to bring awareness. UCF has a student population of approximately 47,000. The challenge identified by the UCF task force was to bring awareness to these students on the pitfalls of online gambling and responsible use of credit card products in their budget. Too many college students drop out not because of grades; because of debt load.



Florida Jump\$tart Coalition for Personal Financial Literacy Nominated Second Year in a Row:

Jump\$tart Award Committee Nominated Florida Jump\$tart Coalition, its members and community partners as the 2007 State Coalition of the Year by National Jump\$tart Coalition in Washington, D.C.