



Founded in 1995, the Jump\$Tart Coalition for Personal Financial Literacy is a 501(c)(3) tax-exempt nonprofit organization made up of more than 100 national partners that share a commitment to #FinancialSmartsForStudents and to achieving our common goals through collaboration.



## EDUCATIONAL RESOURCES

Launched in 1997, the Jump\$Tart Clearinghouse is an online database of more than 700 financial education resources from more than 200 providers. Today, it has an average of 30,000 unique users each year.

## PUBLIC AWARENESS

Jump\$Tart introduced April as Financial Literacy Month in 2000 and has hosted Financial Literacy Day on Capitol Hill, a free event, open to the public, for 300-500 attendees each year since 2003.



## NATIONAL STANDARDS

The National Standards in K-12 Personal Finance Education, now in its 4th edition, has been downloaded 30,000 times by educators, administrators, and curriculum developers. Previously, 250,000 copies were distributed in print and both versions are free.

## LOCAL EFFORTS

In nearly every state, plus the District of Columbia and Puerto Rico, Jump\$Tart's independent affiliated State Coalitions advance the mission through activities and initiatives as unique as the states they serve. State Coalitions are predominantly operated by volunteers.



## SUPPORTING TEACHERS

Since 2009, more than 1,300 teachers have attended the Jump\$Tart National Educator Conference. These teachers reach an average of 180,000 students each school year. Since most will teach for years to come, the impact of the NEC is exponential. The conference has been an all scholarship event since 2018.

## PROFESSIONAL DEVELOPMENT

Jump\$Tart Financial Foundations for Educators is a standardized professional development model for teachers. Since 2013, 1,250 teachers have taken part in comprehensive, content-based learning through J\$FFE. New online modules will be introduced later in 2020.



CheckYourSchool.org

## ENGAGING PARENTS

In 2019, Jump\$Tart launched #CheckYourSchool, a public engagement campaign that harnesses "the power of parents" and other family members in creating demand for effective financial education in our nation's schools.