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Innovation Award Criteria

PURPOSE: To recognize organizations for their innovative approaches to financial education, which have benefitted students, consumers, and/or the financial literacy community at large.

ELIGIBILITY: Any for-profit company or business, nonprofit organization or association, academic institution, government agency, or collaborative endeavor.

ELIGIBLE TO SUBMIT NOMINATIONS: Employees or officials of Jump\$Start national partner organizations, officers of affiliated state coalitions, and the current awards committee.

DEADLINE: Nomination deadlines will be announced each year.

SELECTION: The honoree will be selected by a committee appointed by the Jump\$Start national board chair.

PARTICIPATION: A senior representative of the honoree organization will be invited to receive the award at the Jump\$Start Annual Awards Luncheon in Washington, DC, in April (Financial Literacy Month). The representative will be invited to address guests, including leaders from the business, finance, and education communities, as well as government agencies and the media (as guests).

PREVIOUS HONOREES: Experian, 2016; PwC, 2017; Funding the Future, 2018; Visa, 2019; Discover, 2020-21; and Pockets Change, 2022; Singleton Foundation, 2023; FoolProof Foundation, 2024; Greenlight, 2025.

CRITERIA: The committee will consider: •The fresh, creative, unique approach that the organization took with a single financial education program or collective elements of its overall financial literacy effort. •How the innovation supported the organization's effectiveness in achieving its own objectives. •How the innovation resulted in significant and/or widespread impact. •Ways in which the program's or organization's innovation has led or inspired the financial literacy community, especially in the promotion of equity and inclusion.

BACKGROUND: In 2016, Jump\$Start recognized its long-time partner Experian for its use of social media as a consumer education platform with a special award for its innovation. Based on the positive reaction to this award, Jump\$Start institutionalized the Innovation Award in 2017 to recognize and encourage innovation in the financial literacy field.