



FOR IMMEDIATE RELEASE

Jump\$Start Coalition Announces 2026 Award Recipients

Washington, D.C., March 26, 2026 — The Jump\$Start Coalition for Personal Financial Literacy is pleased to announce four distinguished champions of financial literacy to be recognized at the coalition’s Annual Awards Luncheon, April 16, 2026, at the Hyatt Regency Crystal City at Reagan National Airport. **Bill Odom**, former Chair of the Ford Motor Credit Company and Jump\$Start founder, will be on hand at this year’s luncheon, which celebrates Jump\$Start’s 30th anniversary.

Federal Leadership Award

U.S. Secretary of the Treasury Scott Bessent is the recipient of the [2026 Federal Leadership Award](#) for his efforts to promote Trump Accounts as “laboratories of financial literacy” and support the financial literacy initiatives of many Jump\$Start Partners.

William E. Odom Visionary Leadership Award

Named for Jump\$Start’s founder, the [Odom Award](#) will be presented to **Sheila Bair**, former Chair of the Federal Deposit Insurance Corporation (FDIC), for her career-long consumer advocacy and “second act” success as a children’s book author, teaching our youngest Americans about money.

State Coalition of the Year

The **Montana Financial Education Coalition** (MFEC) has been named [State Coalition of the Year](#) for the second time. State Coalition Leader Jennell Huff will accept the 2026 award on behalf of Jump\$Start’s Montana affiliate.

Innovation Award

Gene Natali, founder of Jump\$Start Partner organization **Troutwood**, will accept the 2026 [Innovation Award](#), recognizing its integration of AI and other technologies into Troutwood’s unique blend of financial planning and investment education services.

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About Jump\$Start

The [Jump\\$Start Coalition for Personal Financial Literacy](#) is a Washington, DC-based nonprofit coalition of more than 100 national partners and a network of independent state affiliates. Jump\$Start is the original promoter of April as Financial Literacy Month, and is also known for Financial Literacy Day on Capitol Hill, the Jump\$Start Clearinghouse, the Jump\$Start National Educator Conference, the Jump\$Start Teen Teach-In, and the National Standards for Personal Financial Education, among other initiatives.

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