



BUILDING CONFIDENCE, HEALTHY HABITS AND SECURE FUTURES FOR YOUTH



Money Savvy Youth

PARTNER WITH US



A Family Economic Success Program of
EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION

MEETING THE NEED FOR EARLY FINANCIAL LITERACY WITHIN CALIFORNIA SCHOOLS

Financial literacy education is currently not a curriculum requirement for schools in California. Meanwhile, growing consumer debt and decreasing savings among Americans have pointed to a larger need for financial education throughout the nation. Efforts to increase financial literacy can have a lasting impact, especially among low- to moderate- income families who have the most difficulty building family assets.

Habits developed early can last a lifetime, and these early-formed habits exert a particular influence on a person's money management skills. Everyday choices about spending, saving and budgeting often have long-term consequences, impacting the financial stability and quality of life for individuals and families. Today's youth are not only handling money at a much younger age than prior generations, they are also facing a growing number of influences and dealing with increasing amounts of information that affect their financial thinking.

Personal finance statistics from a variety of sources indicate the need for financial education among individuals of all ages. The 2008 Financial Literacy Survey of adults, conducted on behalf of the National Foundation for Credit Counseling, Inc. and MSN Money, revealed that only 59% of the young adults in Generation Y pay their bills on time each month. A 2008 Pew Research Center survey of adults revealed that 3 out of every 4 Americans say they aren't saving enough. Charles Schwab's 2008 "Parents & Money" survey revealed that only about one in three parents (34%) has taught their teen how to balance a checkbook, and even fewer (29%) have explained how credit card interest and fees work.

ONLY 59% OF THE YOUNG ADULTS IN GENERATION Y (AGES 18-29) PAY THEIR BILLS ON TIME EACH MONTH.

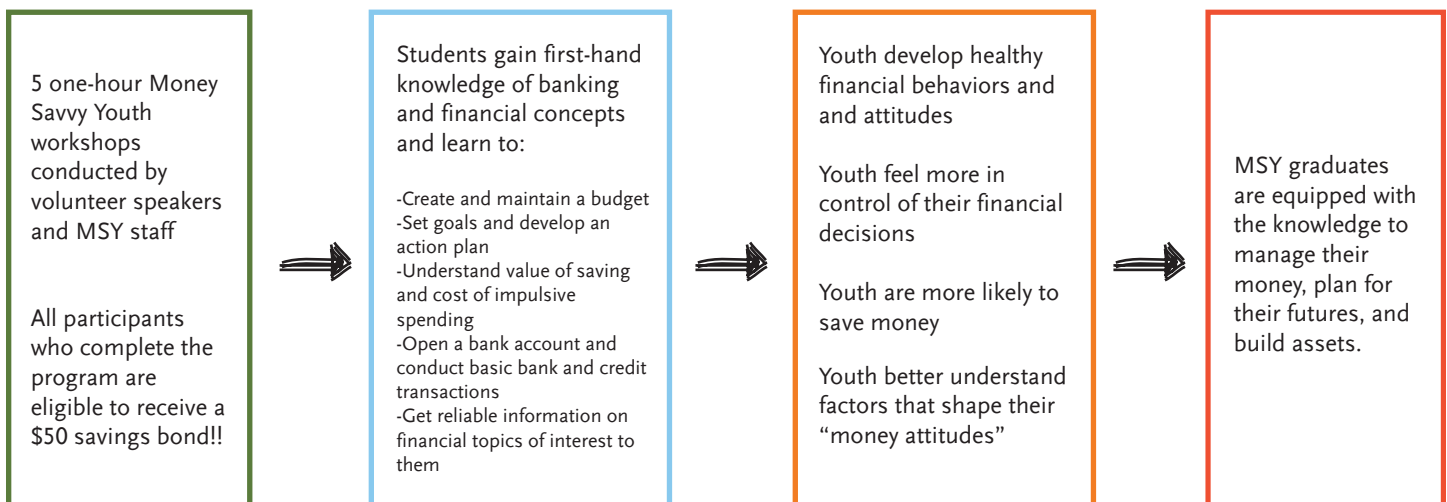
A FAMILY ECONOMIC SUCCESS PROGRAM OF EBALDC



East Bay Asian Local Development Corporation (EBALDC) launched MSY in June 2006 as a Family Economic Success program. MSY is just one in our range of programs that help families and individuals to stabilize their financial situations and plan for long term economic self-sufficiency. These programs, in conjunction with the development of affordable housing, property management, and community organizing, are just a part of our comprehensive approach community development in neighborhoods across the East Bay.

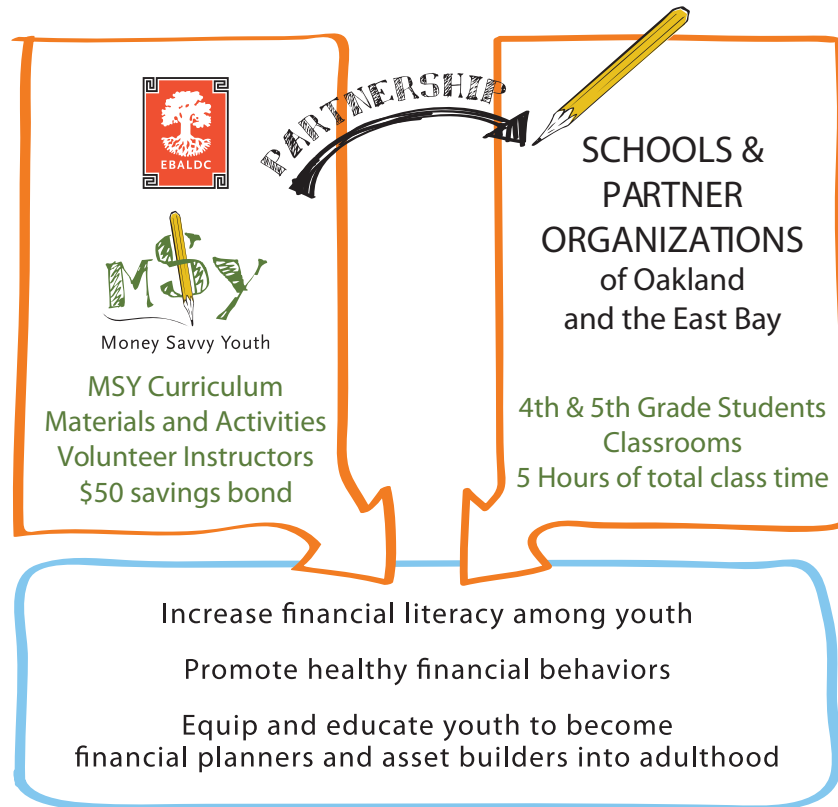
PROGRAM MODEL

The Money Savvy Youth program aims to provide financial education to the youth of Oakland so that they can make informed financial decisions now and into their futures.



WORKING WITH SCHOOLS TO INCREASE SOCIAL IMPACT

The Money Savvy Youth model relies on key partnerships with schools and organizations to bring the specially designed MSY Curriculum into 4th and 5th grade classrooms of Oakland. MSY offers elementary-level classes for students ages 9-13, consisting of one-hour classes that meet once a week for five consecutive weeks. Each lesson encourages students to engage in open dialogue and incorporates fun, interactive components, and group projects. MSY provides real-world context by inviting volunteer guest speakers to share their expertise and experiences in the financial-services field.



THE MONEY SAVVY YOUTH CURRICULUM: FINANCIAL EDUCATION FOR TODAY'S FUTURE

We realized that the quality of our curricula determines the effectiveness of our program, which is what led us to build our own materials. The guiding principle behind the development of MSY curricula was to make it as relevant as possible for the student population that we serve. Not only is the content age-appropriate, it contains topics and scenario-based activities that students can use to apply to their current life situation. In other words, the content meets students at their level, facilitating active learning and engagement.

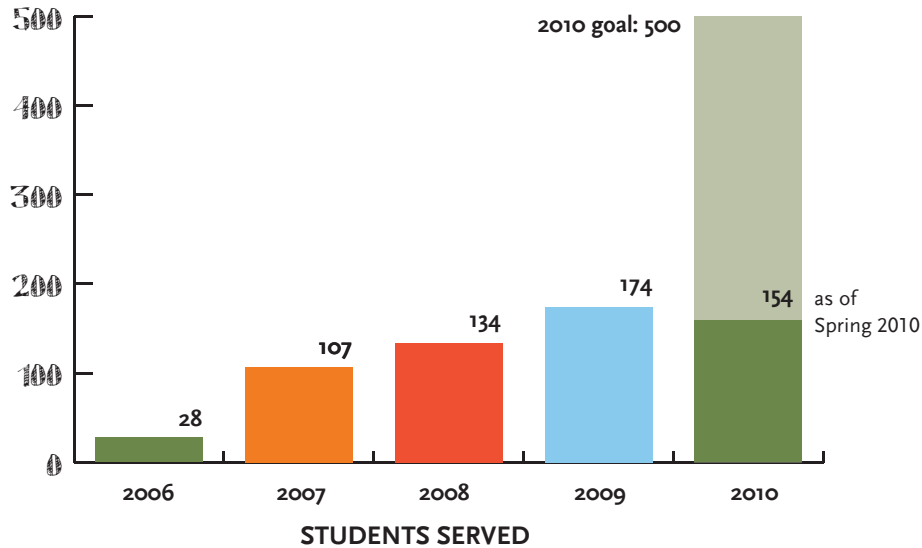
Students also learn the importance of saving for future goals, prioritizing between needs and wants, and identifying the influences that shape their attitudes toward money. All of these lessons largely impact a young person's financial well-being today and in the future as he or she enters into adulthood. The curriculum was developed to closely align with California Math Standards at the 4th and 5th grade level. Topics include:



POISED TO SCALE

Money Savvy Youth has been developing its program and key partnerships in preparation to expand to a total of 20 schools by 2011.

MSY OUTCOMES TO DATE SPRING 2010



OUR SUPPORTERS

Citi Foundation
 Y & H Soda Foundation
 FHL Bank of San Francisco
 Annie E. Casey Foundation
 Wells Fargo
 San Francisco Foundation
 JP Morgan Chase

CONTACT

Please contact us to volunteer or discuss how we can bring MSY to your school.
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QUOTES FROM PAST PARTICIPANTS

ABBIE LEI: I like MSY a lot, it is fun and they taught me a lot of things about money.

REBECCA CHEN: I like how they treat us and how they teach to save money.

GUADALUPE CALVILLO: I like MSY because I get to learn more about how to save money.

DAVIS NGUYEN: I like that there are a lot of fun activities.

FROM TEACHERS:

"This was a very valuable practical math experience for my students which taught life skills for money management."

"This program was wonderful, I am happy that I signed up for it."

"MSY was able to teach the hands-on part in math (the 'real life' situations)."

SOPHIA TONG: I like Money Savvy Youth because it teaches me how to spend my money wisely.

XIN YI YU: I like MSY because it teaches us how to spend money wisely and how to make a goal and also how to save money.

QIN YI HE: The things I like about it is that they teach us how to spend money and also save money. I learn a lot about money because of the MSY. Thanks!