



Financial Literacy Fact Sheet

Visa's Mission	For nearly 20 years, Visa has been a private sector leader in developing innovative, free programs that help people effectively learn the fundamentals of personal finance, including budgeting, saving, responsible spending and the wise use of credit.
About Visa's Financial Literacy Programs	<ul style="list-style-type: none">• First program launched in the U.S. in 1995; expanded globally in 1996• Visa's flagship financial literacy initiative, Practical Money Skills for Life, is a free program to help parents, teachers, students and consumers of all ages learn the essentials of personal financial management• Localized in more than 30 countries• Program websites receive 100,000 unique visitors each month• More than 130,000 social media followers• More than 300,000 hard copies of free materials have been distributed to parents, teachers and consumers• Surpassed the pledge made at the Clinton Global Initiative Conference to reach 20 million people worldwide with financial education by 2013; to date, more than 30 million people have been reached• Financial Literacy Summit co-hosted with the Federal Reserve Bank of Chicago each year; the eighth annual Summit themed, <i>"Providing Financial Literacy Resources to the Unbanked and Underbanked,"</i> will be held on April 2, 2014• Practical Money Center website launched in 2013 to provide Visa employees with financial literacy resources and tools to enhance their personal finance skills• Innovative efforts have earned coverage from major media outlets including the Calgary Herald, CTV Ottawa Morning Live, The National Post, Ottawa Citizen, and the Toronto Star
Classroom Curriculum	<p>Practical Money Skills' Choices & Decisions: Taking Charge of Your Financial Life™ provides educators with comprehensive classroom curriculum complete with teacher's guides, lesson plans and student activities:</p> <ul style="list-style-type: none">• Decisions & Goals: Introduction to money basics and budgeting• Loans & Expenses: Lays a foundation for smart money management by introducing lessons about student loans, living on your own, buying a home, and cars and loans to help students succeed in life after college• Banking & Credit: Preparation for money management skills students will learn in high school; lessons include banking services, saving and investing, credit and credit cards• Consumer Knowledge: Activities and projects relating to influence of advertising, consumer awareness, warning signs of financial difficulty and consumer privacy
Financial Literacy Games	<p>To supplement the classroom curriculum, Practical Money Skills utilizes edutainment through fun educational video games that engage students in their financial futures.</p> <ul style="list-style-type: none">• Financial Football (U.S. Only): An NFL-themed educational video game; since 2006, 41 state governments have endorsed and distributed the game to all of their public middle and high school – more than 28,000 schools



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Financial Literacy Games *continued*

- **Financial Soccer:** A FIFA World Cup–themed educational video game that harnesses the popularity of the world’s most popular sport; Financial Soccer has been rolled out in 35 countries, translated into 14 languages and played more than 4.4 million times
- **Road Trip to Savings:** A online game that takes players on a budgeting road trip
- **Peter Pig’s Money Counter:** Teaches young students to identify and count coins
- **Money Metropolis:** Helps kids learn about earning, budgeting and saving
- **Cash Puzzler (U.S. Only):** Educates kids to identify different bills and learn fun facts about money
- **Ed’s Bank:** Allows young students to help Ed save money

Financial Literacy Materials

Practical Money Skills offers free top-quality, flexible, and easily accessible financial literacy materials, including:

- **Avengers: Saving the Day:** A one-of-a-kind action-packed comic book and instruction guide created by Visa and Marvel that combines Marvel’s iconic superheroes with Visa’s financial literacy expertise to teach kids about budgeting and saving; distributed in 10 countries around the world and available in 8 languages
- **Educational guides:** Complete coverage of personal finance topics including budgeting, credit history, credit cards, debit cards, prepaid cards and identity theft
- **Mobile Apps:** Plan’it Prom helps teens and parents budget for this important event

For More Information

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