

# Financial Education for Everyone

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Visa believes that greater financial knowledge can empower individuals to better manage their money and improve their quality of life. Through its global financial literacy initiative, Visa's award-winning Practical Money Skills program strives to provide consumers, educators, financial institutions and governments with innovative tools and resources.

## Program Reach



### Millions Reached

Visa has reached millions of people worldwide each year with financial education resources shared via websites and demonstration events



### Available in 44 Countries

Visa has financial literacy programs in 44 countries, which are available in 18 languages.



### 11 Million Page Views

The financial literacy websites receive over 11 million page views each month in the U.S., a number that continues to grow.



### 20 Million Game Plays

Visa's Financial Football and Financial Soccer games have been played 20 million times collectively online.

# Learn

Take control of your finances and learn how to manage your money wisely. Practical Money Skills provides comprehensive personal finance expertise for every skill level.

## Expert Personal Finance Tips

Visa's Practical Money Matters column has delivered expert personal finance tips to consumers of all ages in this article series. An archive of the article series is available on the Practical Money Skills website in English and Spanish.

## Social Sharing

With more than 50,000 collective social media followers, Practical Money Skills is a key part of the digital conversation on improving financial education for everyone. The financial literacy social media channels include Twitter, Facebook and YouTube.

## Thought Leadership in Financial Education

Visa not only delivers industry-leading financial educational resources, but convenes and engages with industry and government thought leaders at global events. By discussing financial education tools, trends and best practices with thought leaders, Visa is participating in the collective effort to advance financial literacy for people of all ages.

Through participation in global events centered around improving financial literacy, Visa has met with thought leaders in academics, government, non-government and nonprofit organizations. Efforts, to name a few, have included co-hosting financial literacy summits with the Federal Reserve Bank of Chicago, partnering with the Financial Times at global Visa-FT Financial Literacy Forums, partnering with the China Foundation for Development of Financial Education, an NGO under the supervision of People's Bank of China, and speaking at the International Forum for Financial Inclusion in Mexico.

1 2017 Financial Literacy Summit panelists

2 Students in rural Mainland China







## Teach

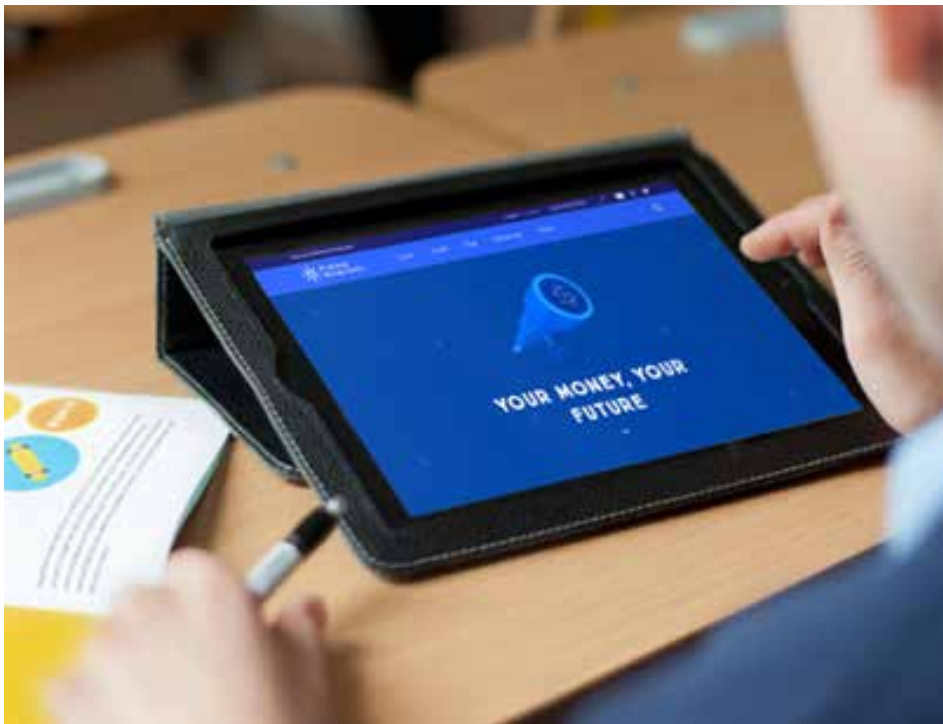
Spark your students' curiosity and improve their financial literacy with Practical Money Skills' award-winning program.

### Boost Educators' Personal Finance Curriculum

Our program offers free, high-quality resources for consumers, educators, parents and students of all grade levels, including classroom curriculum mapped to state standards. The resources include teacher's guides, lesson plans and student activities.

### Honoring Innovative Educators

Each month, we honor an educator who has found new and exciting ways to help children and adults gain financial literacy skills. We are proud to celebrate these innovative educators from across the country. Since 2014, Visa has sponsored six educators each year to attend the Jump\$tart National Educator Conference. The event helps train, inform, support, motivate, and bring together PreK through 12th grade classroom educators who teach personal finance or incorporate financial education into any subject.



# Play

Ready to get your game on? Test your money skills and give your brain a workout with these fun and educational resources.

## Making Financial Literacy Fun

Visa's educational games teach personal finance and money management skills to students of all ages. Visa and the National Football League have teamed up to help teach financial concepts with *Financial Football*, an interactive game that engages students while teaching them money management skills. *Financial Football* is available online and on iTunes as a free app for iOS devices. Visa's World Cup-themed *Financial Soccer* is a free educational video game that tests players' personal finance skills as they try to advance down the field. *Financial Soccer* has been released in more than 43 countries and 17 languages.

## Super Heroes Teach Saving Skills

Knowing that children look up to super heroes, Visa and Marvel Entertainment collaborated to create the *Guardians of the Galaxy: Rocket's Powerful Plan* and *Avengers: Saving the Day* comic books. The comics feature iconic Marvel characters to make financial education entertaining and engaging for students. To increase the availability of the comic in communities across America, Visa and the Public Library Association announced a partnership to distribute the new comic book to consumers through U.S. public libraries.

## Money Management On the Go

Considering the growing popularity of mobile devices, Visa has developed a series of apps to help individuals with budgeting, tracking expenses and improving their finance habits.

The Peter Pig's Money Counter app helps kids practice identifying, counting and saving money while learning fun facts about U.S. currency. After completing the game, players are rewarded with a trip to the virtual store to buy accessories within budget and dress up Peter Pig in fun scenes.



### Peter Pig's Money Counter

The app and online game helps young children learn how to count and save money.



### Lunch Tracker

The app helps users manage their lunch spending habits and start saving money.



### Plan'it Prom

To help combat the high cost of prom, Visa's app helps teens and parents budget for every prom-related expense.



### Tooth Fairy Calculator

To help parents struggling to determine the going rate of a tooth, Visa released the Tooth Fairy Calculator app.



# Partner with Us

Visa has partnered with financial institutions, governments, schools and nonprofits to provide free, high-quality financial literacy resources. Many of our partners have co-branded our financial literacy sites and used our content to power their own financial efforts.

## Partnering with Government

Visa's NFL-themed *Financial Football* and World Cup-themed *Financial Soccer* video games have been embraced by government officials. In 49 states and the District of Columbia, Visa has partnered with state and federal elected officials along with financial institutions to distribute *Financial Football* to every public high school and middle school. Visa's Financial Literacy Summit, co-hosted with the Federal Reserve Bank of Chicago, has also convened high-ranking government officials from around the world as speakers and guests.

## Honing Athletes' Financial Fitness

Olympic athletes have unique financial challenges due to their training schedules and ability to fund their athletic endeavors. To address these challenges, Visa developed the Practical Money Skills for Athletes program in partnership with the International Olympic Committee (IOC). The program is intended to help current athletes, and those nearing sports retirement, access resources to help manage their financial lives both during and after their athletic careers. The program was announced at the Rio 2016 Olympic Games with program ambassador Angela Ruggiero, a four-time U.S. Ice Hockey Olympic medalist and chair of the IOC's Athletes' Commission.

**1** Team USA builds financial skills at a Visa Practical Money Skills for Athletes training session at the United States Olympic Training Center with Daniel Schutte, an IT Project Manager at Visa.



### Personal Finance for Nonprofit Organizations

Visa's partnerships with nonprofits have enabled our content to reach an even greater number of teachers, parents and consumers. Dozens of groups, such as the Jump\$tart Coalition for Personal Finance, the National Endowment for Teaching Entrepreneurship, the Future Business Leaders of America, Family, Career and Community Leaders of America and the YMCA have used our programs to educate their audiences.

### Co-branding with Financial Institutions

More than 570 banks and credit unions have co-branded our financial literacy websites, utilizing our curriculum, games and financial calculators. These financial institutions have co-branded the Practical Money Skills and What's My Score websites, the NFL-themed *Financial Football* game and personal finance brochures.

### Financial Education in the News

Visa's innovative efforts have earned coverage from media outlets including: CNBC, CNN, The Financial Times, Fox News, The New York Times, The Today Show, TIME, USA Today, The Wall Street Journal and The Washington Post. Stories have also been featured in global outlets, including Brazil's *Diário do Comércio*, Mexico's TV Azteca and Canada's National Post, among countless others.

For more information about partnership opportunities, please contact us at [info@practicalmoneyskills.com](mailto:info@practicalmoneyskills.com).



<sup>1</sup> Congressman Steny H. Hoyer (D-MD) joined Washington Redskins quarterback Kirk Cousins joined SECU of Maryland, and Visa Inc. in an effort to help high school students sharpen their fiscal skills through the statewide launch of Financial Football, an interactive money management video game.

# Resources

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## **Practical Money Skills**

[practicalmoneyskills.com](http://practicalmoneyskills.com)

## **Practical Business Skills**

[practicalbusinessskills.com](http://practicalbusinessskills.com)

## **What's My Score**

[whatsmyscore.org](http://whatsmyscore.org)

## **Financial Football**

[financialfootball.com](http://financialfootball.com)

## **Financial Soccer**

[financialsoccer.com](http://financialsoccer.com)



[facebook.com/PracticalMoneySkills](https://facebook.com/PracticalMoneySkills)

[facebook.com/WhatsMyScore](https://facebook.com/WhatsMyScore)

[facebook.com/FinancialFootball](https://facebook.com/FinancialFootball)

[facebook.com/ToothFairyCalculator](https://facebook.com/ToothFairyCalculator)



[twitter.com/PracticalMoney](https://twitter.com/PracticalMoney)



[youtube.com/practicalmoneyskills](https://youtube.com/practicalmoneyskills)



Providing free financial games,  
curriculum, tools and resources to  
consumers and educators worldwide.

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[practicalmoneyskills.com](https://practicalmoneyskills.com)